

# LIFE

The background of the cover is a color photograph of a large industrial facility, identified as a nylon salts plant. In the foreground, two men wearing red hard hats and light-colored short-sleeved shirts are looking down at a large blue architectural blueprint they are holding. One man is pointing at a specific area on the blueprint with his right index finger. In the background, the industrial plant is visible, featuring several tall, white cylindrical smokestacks or chimneys, a complex network of pipes, and large storage tanks. Other workers in white uniforms and hard hats are visible in the distance, working on the ground. The sky is a clear, pale blue.

## AMERICAN PRODUCTION

28 PAGES OF PICTURES

COVER: NYLON SALTS PLANT

OCTOBER 4, 1948

20

CENTS

YEARLY SUBSCRIPTION \$6.00





**How to make your  
new kitchen...**

*pretty as a picture*

**and a joy to use!**



**Your kitchen's a "Treasure"** when Kelvinator's in the picture. Here you see the streamlined range—one of Kelvinator's family of Masterpiece electric appliances, each with advance features to make your day brighter—your entire food-handling routine simpler... easier! Range, refrigerator and freezer... all are *Kelvinator*-dependable for years of faithful service with penny-pinching economy. And they're so easy to own—ask your Kelvinator dealer today!

**So easy!**—Kelvinator's "Automatic Cook" does your oven-watching. You just set it and forget it. All controls are now top-o'-the-range... easier to reach and to read. And *more* convenience—the new "Up-Down" unit is a 4th surface unit *or* a deep-well cooker. Huge broiler-oven... two utility drawers, special warmer drawer—glide on roller bearings. It's the cooking triumph of the year!



**Yes!—it's the only refrigerator** that's refrigerated from *top to bottom*—the Masterpiece Kelvinator... giving you more usable food-space in no extra floor-space, model for model! The big Frozen Food Chest holds 50 lbs... the Cold-Mist Zone keeps salads, leftovers fresher *longer*... the exclusive refrigerated Fruit Freshener keeps all your fruits and soft drinks deliciously *cold*!



**A "Supermarket"** right in your kitchen... that's Kelvinator's amazing Home Freezer. It's full 6 cu. ft. . . . holds 210 pounds of frozen foods, yet takes no more floor space than many "4's"! Saves you money... you buy in bulk, speed-freeze your own foods. You'll feast on *fresh* fruits and vegetables the year 'round. Choicest meats and seafoods... pies, cakes, pastries... and ice cream by the gallon. You'll wonder how you ever got along without it!

**Kelvinator**

*— of Course*

KELVINATOR, DIVISION OF NASH-KELVINATOR CORP.,  
DETROIT, MICH.



*Your Hair* is magic to a man...



## Look out for *Infectious Dandruff*

**L**ISTERINE Antiseptic and massage... it's a "must" with countless fastidious women who dread infectious dandruff with its ugly flakes and scales.

Wisely, they make Listerine Antiseptic and massage a part of regular hair-washing. It's a delightful way of guarding against this all-too-common condition:

You see, if the germs associated with infectious dandruff are present on hair and scalp, Listerine Antiseptic attacks them at once... kills them by millions. That includes the

stubborn "Bottle Bacillus" (P: ovale) which many dermatologists say is a causative agent of infectious dandruff:

Get in the habit of using Listerine Antiseptic every time you wash your hair. It's a habit that can pay off in health and good looks. Try it and you'll see what we mean.

Listerine Antiseptic is the same antiseptic that has been famous for more than 60 years in the field of oral hygiene: Lambert Pharmacal Company, St. Louis, Mo.

**LISTERINE ANTISEPTIC** every time you wash your hair

This One



EAZQ-TQ4-6GEE



Sports!  
Concerts!  
Movies!  
Plays!



## NEW Wonder Window TELEVISION!



**NEW YORKER.** Matches Stewart-Warner's new FM-AM-phonograph combination, "Manhattan." New Photo-Mirror screen puts the picture up where everyone can see it! Modern styling in genuine African mahogany. Enlarging glass hidden from view, to increase picture size, available at slight extra cost.



Attachable base (available at slight additional cost) quickly makes this set a console.

**Stewart-Warner's** great new Wonder Window Television gives you a *whole new picture* of today's thrilling television entertainment for your home!

**New Instant Tuning!** Turn the dial to your station, and automatically you get the picture *in focus* . . . with exactly matching FM sound! You need make no other adjustments!

**WASHINGTON.** Same picture size as in console models, yet it's a compact table set! Direct-view screen . . . African mahogany in the Adam Period manner . . . harmonizes with the new Stewart-Warner "Monticello" phonograph combination.

**New Picture Realism!** A new wider picture gives you *more* of the scene on the 10-inch viewing tube . . . a clear, life-toned, more than 10 per cent larger picture . . . over 58 square inches. Brilliant even in daylight!

**New Home-Size Styling!** Smartly styled new cabinets specially designed to fit into your house or apartment—style-proportioned for today's home—including a new table set and a new compact console!

Your Stewart-Warner dealer has these eye-filling new Wonder Window Television sets now, made by one of America's oldest radio manufacturers.

EXCLUSIVELY BY

# Stewart-Warner

FM RADIOS AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14



ILLINOIS

AND FOR THE BEST IN RADIO, SEE THE NEW  
**STEWART-WARNER RADIO-PHONOGRAPHS**  
WITH STROBO-SONIC TONE

### MONTICELLO

Gleaming, dark hand-rubbed mahogany in 18th Century Hepplewhite design. AM radio plus intermix automatic phonograph. Genuine dual dynamic speakers, spacious record-storage space.



### MANHATTAN

Polished Gold-Coast mahogany styled in the modern mode. FM-AM radio plus intermix automatic phonograph. Dual matched-tone speakers.



### MT. VERNON

18th Century design in hand-rubbed African mahogany. FM-AM radio plus automatic phonograph. Two record compartments. Dual matched-tone speakers.





**ADOPT THIS NEW TRAVEL IDEA**  
*GO BY Train, Plane or Bus*  
*and when you get there*

**RENT A NEW CAR  
 FROM HERTZ**



**...AND DRIVE IT YOURSELF**

Thousands of business concerns, executives, salesmen, etc., and vast numbers of men and women who travel for pleasure have adopted the Hertz Driv-Ur-Self idea. Think how convenient, how much fun, to have a big new Chevrolet or other fine car reserved for you in any of 350 cities in the U. S., Hawaii, Puerto Rico, and Canada. You travel by plane or train luxuriously and arrive fresh and unwearied. Then, in a new car from Hertz, properly insured and in tiptop condition, you drive where you will in style and comfort... save many hours. Hertz is the only coast-to-coast car rental system experienced in 24 years of service. All cars are current models and fleets increased over 50%. Through the Rail-Auto and Plane-Auto Travel Plans you can reserve a new car before you leave home at railroad and air line ticket counters. For full information about Hertz service call your local Hertz station listed under "Automobile Rentals" in the classified section of the telephone directory. For free directory of *all* Hertz stations and full information, write Hertz Driv-Ur-Self System, Dept. 2108, 218 S. Wabash Avenue, Chicago 4, Illinois.

**NOTE:** To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz System. For complete information write Hertz Driv-Ur-Self System, Dept. 2108, 218 S. Wabash Avenue, Chicago 4, Illinois.



Now serving you <sup>350</sup><sub>325</sub>  
 internationally in <sup>325</sup><sub>250</sub> CITIES

**You can rent a new car from  
 HERTZ as easy as **A B C****



Come in where you see the Hertz yellow and black sign—symbol of courteous service.



Show your driver's license, and identify yourself to the attendant. He will give prompt, efficient attention to your travel needs.



Take the wheel and drive out in a new Chevrolet or other fine car—perfectly conditioned—properly insured—and as private as your own.





## From experience comes faith . . .

You are looking at a young man who already has faith. His age is in months and days, not years. But even now, experience has shown from whom comes help and comfort and love.

A child's horizon of experience is a room. Later it will be a house, a city, a world.

Out of each new experience wisdom is gathered. Comparisons teach which things are constant, where to place trust.

By comparison, man learns also the value of things unseen, things in which he can finally put his faith.

## E·R·SQUIBB & SONS

*Manufacturing Chemists to the Medical Profession since 1858*

Anesthetics • Biologicals • Antibiotics  
Sulfonamides • Endocrines  
Nutritional and Medical Specialties

**The priceless ingredient of every product is the honor and integrity of its maker**

© 1948, E. R. SQUIBB & SONS



# RKO's PIC-TOUR OF THE MONTH

## "THE JUDGE STEPS OUT"



THAT WONDERFUL URGE that overtakes even the sanest of men has runaway Judge ALEXANDER KNOX down for the count in RKO's *The Judge Steps Out*. Lovely lady who makes stolen sweets all the sweeter is ANN SOTHERN, beguiling waitress from a roadside inn.



## "THE WINDOW"

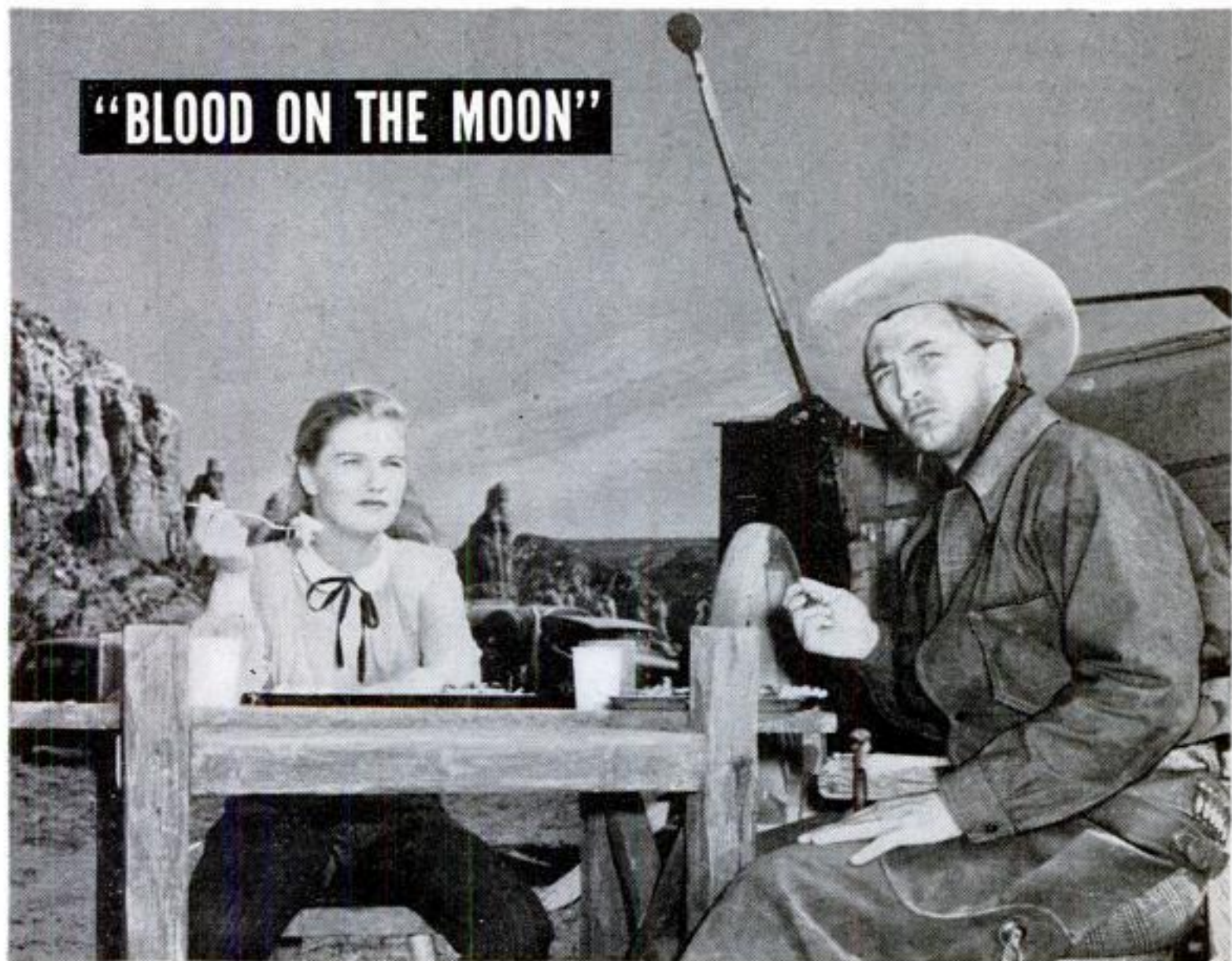
WHAT LIES BEYOND half-drawn shade of *The Window* that holds young BOBBY DRISCOLL spellbound, his horrified gaze riveted on scene within? Augmenting suspense of RKO's *The Window* are BARBARA HALE, ARTHUR KENNEDY, PAUL STEWART, RUTH ROMAN.

## "EVERY GIRL SHOULD BE MARRIED"



TAKE A GOOD LOOK...take several...at BETSY DRAKE. She zooms to stardom in her first film, RKO's *Every Girl Should Be Married*. Baby doctor CARY GRANT is object of her scandalous plan to land man. Entangled in romantic ruckus are FRANCHOT TONE, DIANA LYNN.

## "BLOOD ON THE MOON"



DINING OUT in Arizona desert are BARBARA BEL GEDDES and ROBERT MITCHUM, on location for RKO's *Blood On The Moon*. Bloodiest cattle war ever waged on the Indian frontier highlights this rip-roaring tale of early West. ROBERT PRESTON co-stars.

THESE BIG RKO PICTURES WILL  
SOON BE SHOWN AT YOUR THEATRE







# "John says I'm a lot better driver with B-W Automatic Overdrive!"

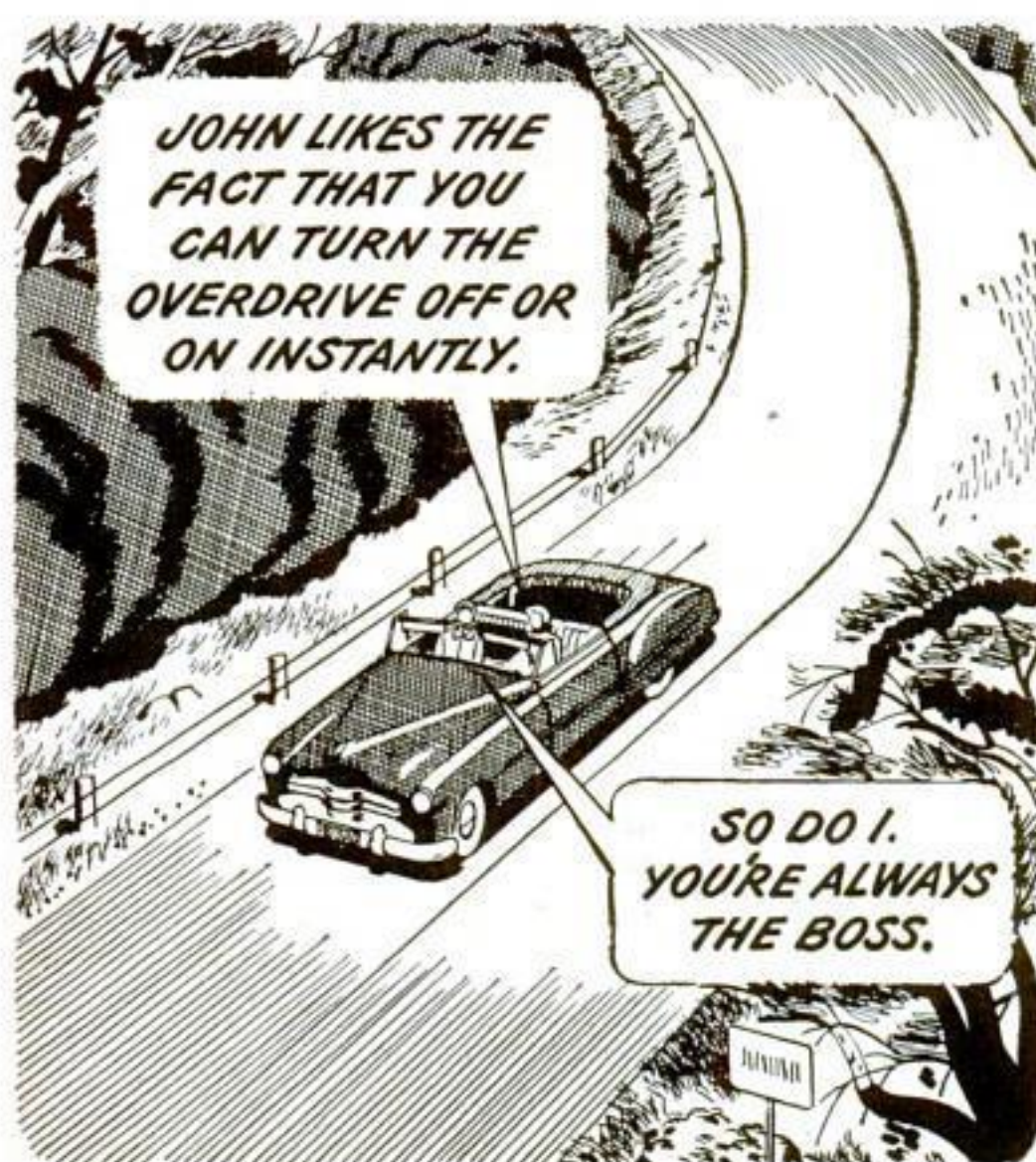
**I'VE FOUND OVERDRIVE TAKES OVER THE WORK AND LEAVES YOU ALL THE FUN.**



Even traffic's no drudgery with an overdrive. Just shift into second. Then forget about shifting . . . forget about the clutch . . . until you make a full stop. For with overdrive you have two gear speeds in second. And they operate *automatically*. All you do is use the gas pedal. Really, it's magical!

Nothing complicated to learn. You use the same system of driving you always have—overdrive just makes it easier and more expert-looking. Automatic Overdrive, made by B-W's Warner Gear Division, is time-tested, dependable . . . enjoyed today by nearly two million owners of automobiles.

You feel fresh as a daisy even on long drives. With overdrive, you're free from fatiguing engine noises and vibrations. Overdrive slows and quiets the engine. For example, when you drive 50, the engine loafs at only 35 mph. That saves gas, too...gives up to 3 "free" miles in every 10.



What you want you can have! Stay in overdrive . . . or change to direct drive at any time. A pull of the knob on the dash—easy as setting a toaster—and presto! Regular drive with manual shifting only. Even though you'll want to use overdrive most of the time, it's good to know the choice is yours.



Step hard on the gas in emergencies or when you're ready to pass. Right then, you're whisked into direct drive . . . and carried away on a comfortable burst of power that puts you out ahead. With B-W Overdrive everything is so easy and sure that you're bound to be a better driver.



It's all gain, no loss! Overdrive lets you keep everything you like in a car. To that, it adds easier, more restful driving and real gas savings. The decreased wear and tear saves repairs . . . assures a better re-sale price. B-W Overdrive is offered to you on many of the newest cars.



**ALMOST EVERY AMERICAN BENEFITS EVERY DAY FROM THE 185 PRODUCTS MADE BY**

# BORG-WARNER

19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • INGERSOLL UTILITY UNIT • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLEBLER CARBURETER • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • SUPERIOR SHEET STEEL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.





# STOP

# FIRE

## *the Fifth Horseman!*

# SAVE LIVES!

### **Make Every Week Fire Prevention Week**

**—for Fire is a deadly threat every week**

Last year Fire—the Fifth Horseman—destroyed or damaged 325,000 homes—caused \$700,000,000 property loss—killed nearly 12,000 people!

Don't leave yourself wide open to a tragedy that may cost the lives of those you love. Follow these rules . . . in your home . . . on your job:

- 1** Chaperon your cigarette—don't let it go out alone.
- 2** Put every match out cold. Keep live ones out of reach of children.
- 3** Avoid improper use of gasoline and benzine for home cleaning.
- 4** Use only electric wiring and appliances with seal of Underwriters' Laboratories. Don't overload circuits.
- 5** Clean, repair and insulate your heating plant, stove and chimneys.

**The Member Fire Insurance Companies of the  
NATIONAL BOARD OF  
FIRE UNDERWRITERS**

**—for Prevention of Loss of Life  
and Property by Fire**

85 John Street, New York 7, N. Y.

# FIRE PREVENTION WEEK

# OCTOBER 3 TO 9





**How long does it take to get "NO!" for an answer?**

Isn't it enough that the sales girl says: "Of course, the dress won't shrink, Madam"?

Too often it takes until washday to learn that the answer is "NO!" Too often you realize too late that... the sure way, the certain way to avoid

the shrinkage problem is to GET A DRESS WITH "SANFORIZED" ON THE LABEL! For a dress with the "Sanforized" trade-mark CANNOT shrink out of fit, out of style.

So demand the "Sanforized" trade-mark on every cotton dress you buy!

*The style will never shrink away from the dress with "Sanforized" on the label!*

**•SANFORIZED•**  
TRADE ® MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.





# New B.F. Goodrich tire

*rides your car on a Velvet Pillow!*

**B**UMPY roads seem to smooth right out beneath you—when you're riding on B. F. Goodrich Premium Quality Silvertowns! Only 24 pounds of air!

The larger, lower-pressure air chamber is like a velvet pillow, cushioning you against every jolt. Steering is easier, road fight reduced.

Double-thick nylon shock shields and stronger rayon cords take practically any kind of a punch

without bruising. A wider, improved tread lessens skidding hazards, cuts down road hum, gives far more mileage!

All this and new beauty too—with white sidewalls unmarred by any markings.



The B. F. Goodrich Premium Quality Silvertown—world's most advanced extra-cushion tire—goes on any car without affecting gear ratios or speedometer.

*Research keeps*  
**B.F. Goodrich**  
*First in Rubber*



# Smart Babies know **Ford's** the CAR OF THE YEAR!

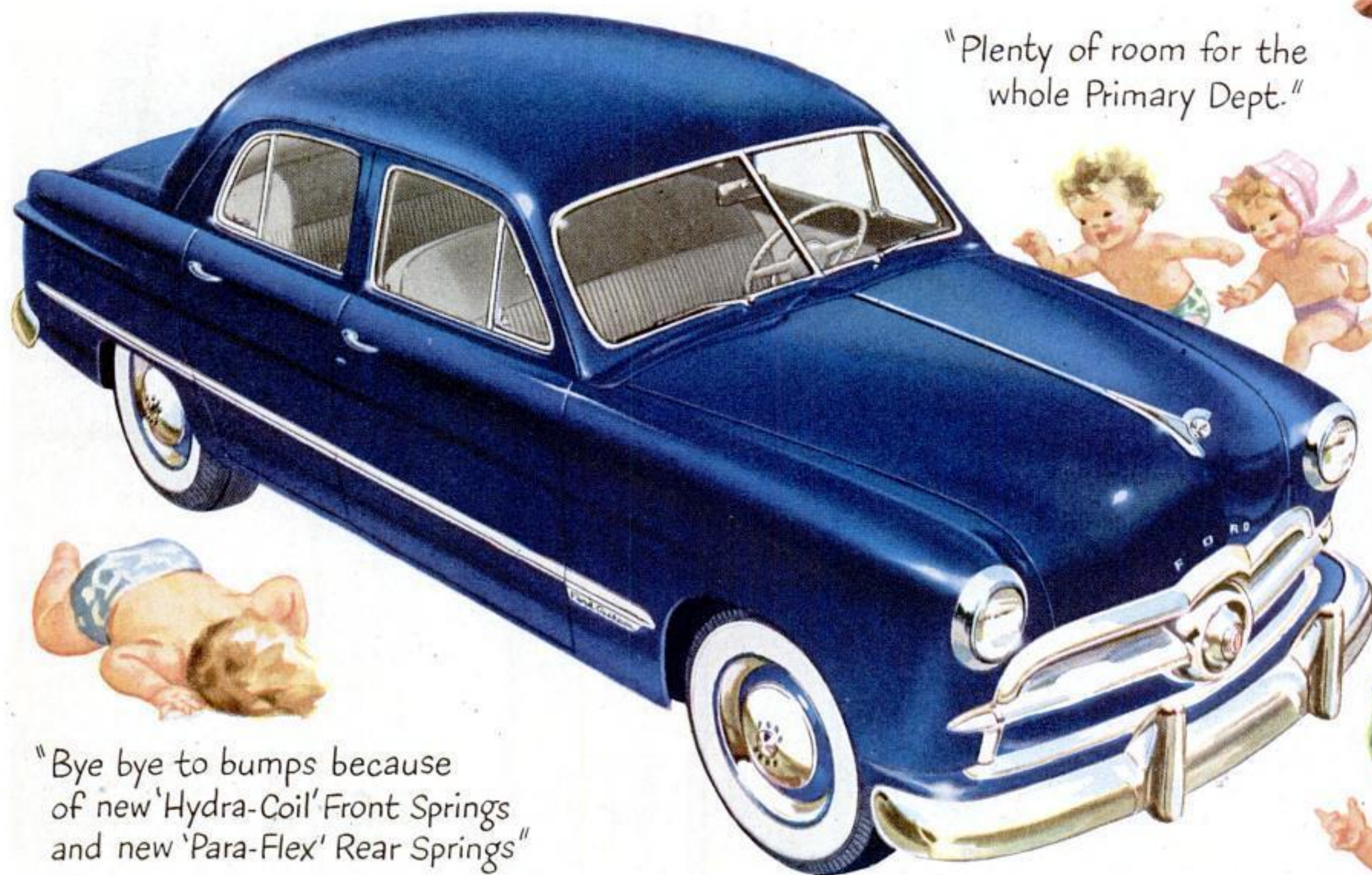
"The 'Mid Ship' ride is for me!"



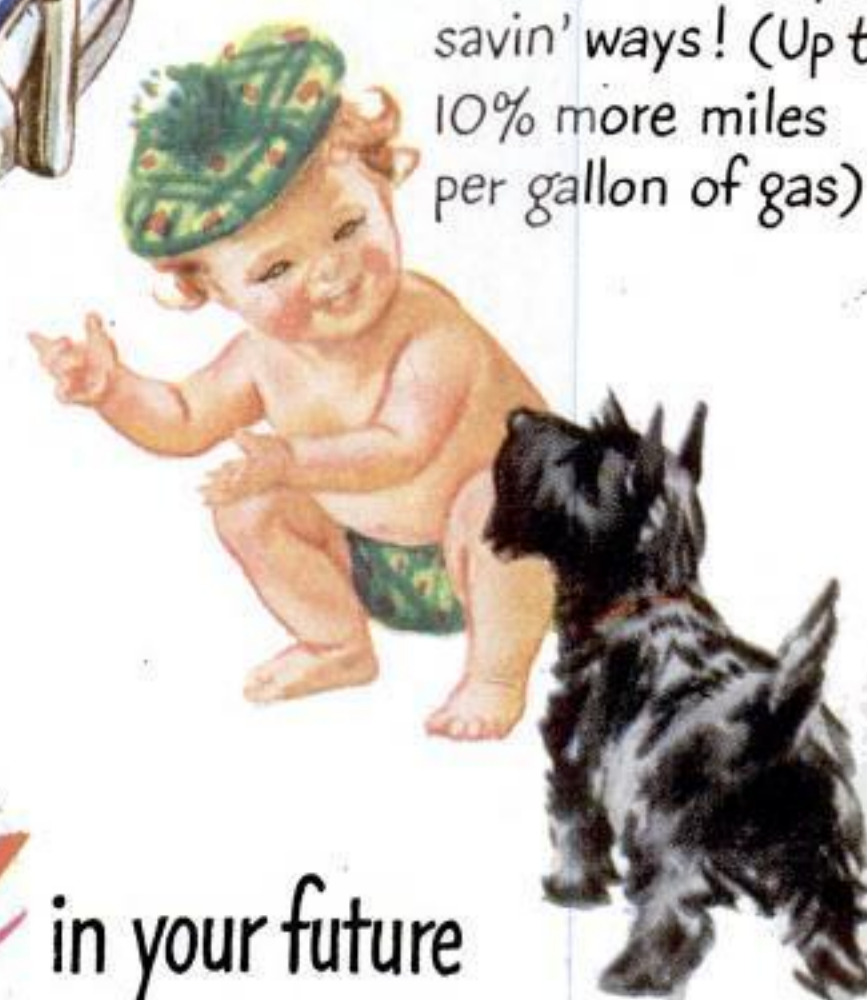
"That long, low silhouette is something  
to coo about!"



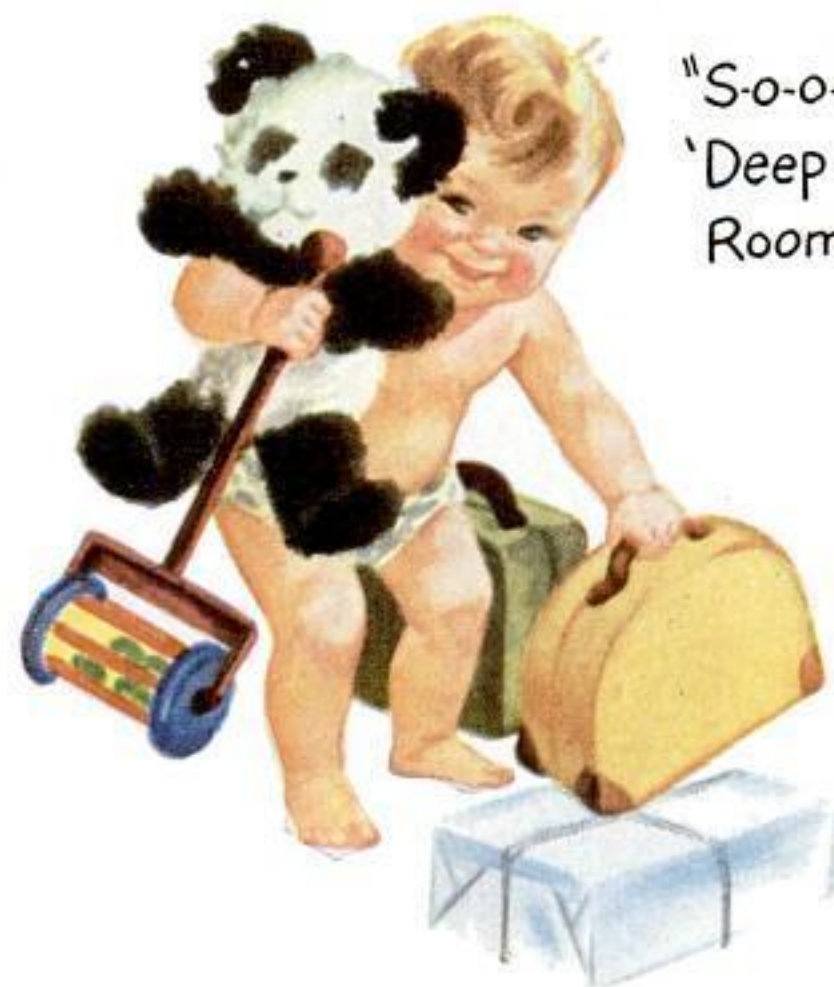
"Plenty of room for the  
whole Primary Dept."



"Mama loves Papa's  
savin' ways! (Up to  
10% more miles  
per gallon of gas)"



"S-o-o-o big is the new  
'Deep Deck' Luggage Locker.  
Room for everything!"



"Baby go to sleep now  
on big seats five feet long"



There's a <sup>NEW</sup> **Ford** in your future



White side wall tires, optional at extra cost.



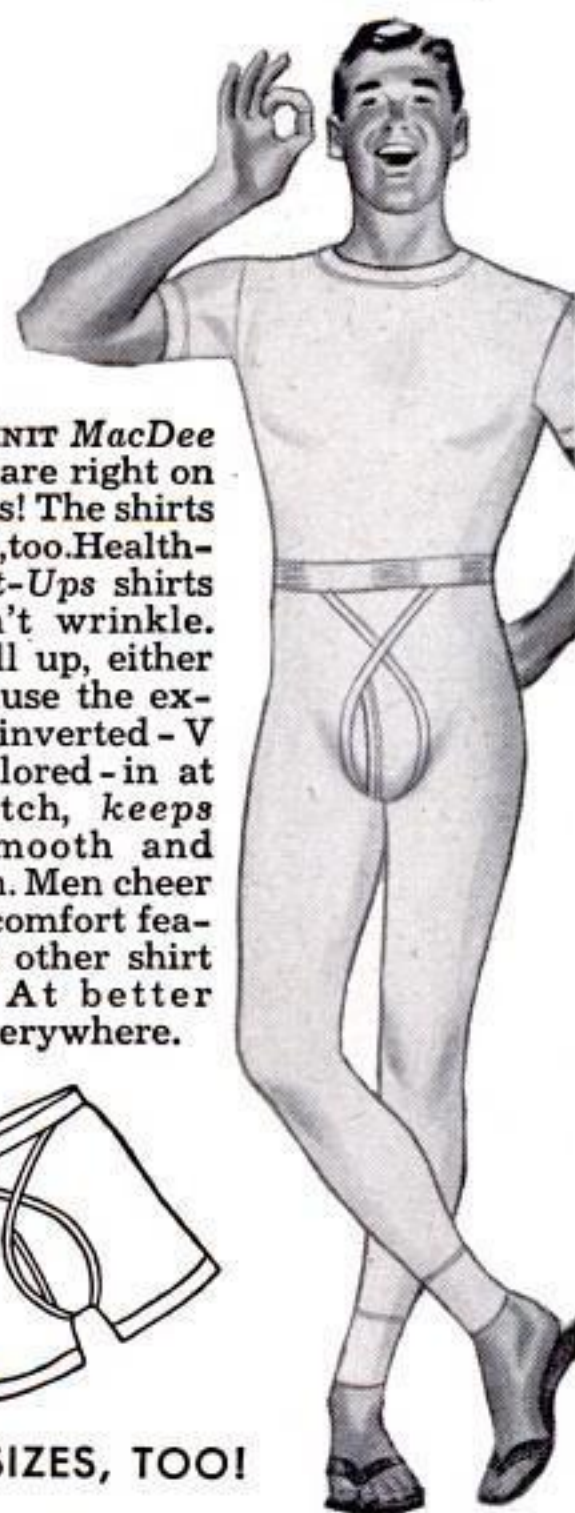
## How this comfortable men's underwear **WOWS WIVES TOO!**



No buttons to break!

Washes quick as a wink!  
No Ironing! Whee!

Men like the full elastic waistband! The gentle support!  
**So Comfortable! Made from 100% full combed cotton!**



**HEALTHKNIT MacDee** bottoms are right on all counts! The shirts are swell, too. Healthknit **Kut-Ups** shirts just can't wrinkle. Can't roll up, either... because the exclusive inverted-V vent, tailored-in at the crotch, keeps them smooth and tucked in. Men cheer for this comfort feature. No other shirt has it! At better stores everywhere.



BOYS' SIZES, TOO!

## Healthknit

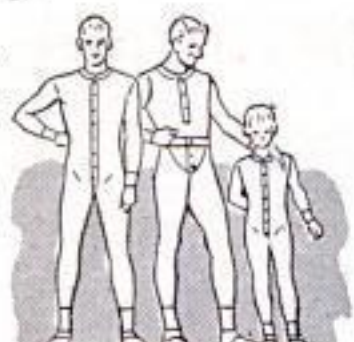
MACDEE + BOTTOMS

KUT-UPS + SHIRTS

TRADE MARKS REG. U. S. PAT. OFF.

## ALSO Healthknit THREE SEASONS

For men and boys who spend more time outdoors or live in colder climates. Choice of Union Suits or Shirts and Drawers.



**STANDARD KNITTING MILLS, INC.**  
Knoxville 3, Tenn.

New York Chicago San Francisco

Licensee for Canada, S. Lennard and Sons Limited, Dundas, Ont.

## LETTERS TO THE EDITORS

### LARGE LIFE

Sirs:

Pardon me for being inquisitive—but wasn't that the largest bundle of LIFE you ever gave us (LIFE, Sept. 13—176 pages)?

JOHN J. MAURO

New York, N.Y.

• Yes.—Ed.

### WORLD OF MIRTH

Sirs:

I enjoyed reading the story on Frank Bergen's World of Mirth (LIFE, Sept. 13) for I attended a county fair while on vacation in Maine and watched most of the shows on a mid-way like that described in the article.

One paragraph, however, went through me like a knife. Mr. Bergen assured LIFE's reporter that "them little rag-bag shows... fellows with shell games... always looking for a sucker with money" are a thing of the past. Not so. I lost \$17 in a game inside of 10 minutes, and it wasn't pitching pennies.

The smooth-talking gentleman behind the stand convinced me that it was worth 50¢ for a chance at one of the big prizes. "All you have to do is roll the little balls and have them add up to 10 points," he said.

After four throws I had accumulated 9½ points. Only ½ point more and the equivalent of \$75 would be mine. But \$15 later I still had only 9½. I had just put my girl friend's wrist watch on the counter when I saw a friend of mine who said he too had been stuck on 9½ at the same

CONTINUED ON PAGE 14

### SUBSCRIPTION ORDER FORM

Please send

# LIFE

to:

name (please print)

address

city zone state

☐ 1 YEAR AT \$6.00

Saving me \$4.40 under the newsstand rate of \$10.40 for 52 issues

☐ 2 YEARS AT \$11.00

☐ 3 YEARS AT \$15.00

If the above subscription is a gift, please fill in your name and address below:

my name (please print)

my address

city zone state

My gift card should read from:

name (please print)

I ENCLOSE \$

L-10-4 ☐ PLEASE BILL ME

Mail to LIFE, 540 N. Michigan Ave., Chicago, Ill., or give to your newsdealer.

## Working Out with

## Sid Luckman

"Mr. Quarterback" Luckman—Star of Chicago Bears. Memorizes 250 plays by reciting nonsense rhymes to himself. Sid's gridiron workouts pay off in touchdowns... his **Vitalis "60-Second Workouts"** gain him handsomer, healthier-looking hair.



EENY, MEENY, MINEY, MO—I FAKE A PASS AND AWAY WE GO!



"I keep my hair in training with the **Vitalis '60-Second Workout!'**" says Sid Luckman. Train your hair, stimulate your scalp as so many headlines do. Start working out with **Vitalis** today.



Product of Bristol-Myers

Use the

# Vitalis

## "60-Second Workout"

for handsomer, healthier-looking hair



50 SECONDS TO MASSAGE!



10 SECONDS TO COMB!

Feel that stimulating **Vitalis** tingle—So refreshing to your scalp! And massaging with **Vitalis** routs loose dandruff, helps check excessive falling hair.

Now there is hair that is handsome and then some! Looks naturally well-groomed. No greasy "patent-leather" shine — **Vitalis** contains no mineral oil. Only pure vegetable oil that prevents dryness, trains hair to stay put.

**P. S.** Your barber is an expert. He knows how to keep your hair handsome, stimulate your scalp. Ask him about **Vitalis** and the individual, sanitary Sealtube application.

*Vitalis and Sealtube are Bristol-Myers trade marks*





# WALT DISNEY'S "SO

A LIVE-ACTION MUSICAL PLAY WITH BURL IVES • BEULAH BONDI • HARRY CAREY • BOBBY DRISCOLL • LUANA PATTEN



# Thank you for letting us take your picture!

Today we sent a new kind of live-action motion picture over to Technicolor for prints.

It's about you. So we think you ought to know a little about it in advance just in case you *didn't* read the story in Sterling North's beloved book "So Dear To My Heart."

Think back for a moment...

★ ★ ★ ★

You can't help but smile when you recall experiences you had while growing up.



A black lamb in a family can be more upsetting than a "black sheep."

The mischief you did. Your hilarious blunders. Your great discoveries when some brand new slice of life, like your first circus, struck your heart with almost unbearable wonderment.

And there were other moments...

Like your first heart-breaking disappointment. And your first determination *not* to cry. And your first "important per-

sonal business" at bedtime with a great big kindly man named God.

★ ★ ★ ★

Tender moments. Remember? We believe you'll live them again when you see how young Jerry Kincaid and his pigtailed friend Tildy make out in those first encounters with life.



A big horse named Dan Patch gives a small boy named Jerry big ideas.

Somehow their adventures around Fulton Corners reflect the most treasured chapters of every American's upbringing.

And the honest, homespun people of their little world will bring back those few adults who... when you were growing up...nurtured the hope in your heart, the spring in your backbone, the persistent dreams in your eyes.

★ ★ ★ ★

We think, too, that you'll love this picture's music...tunes that folks are saying have the lilt and color of new American folk songs.

And woven into the live-action story are new

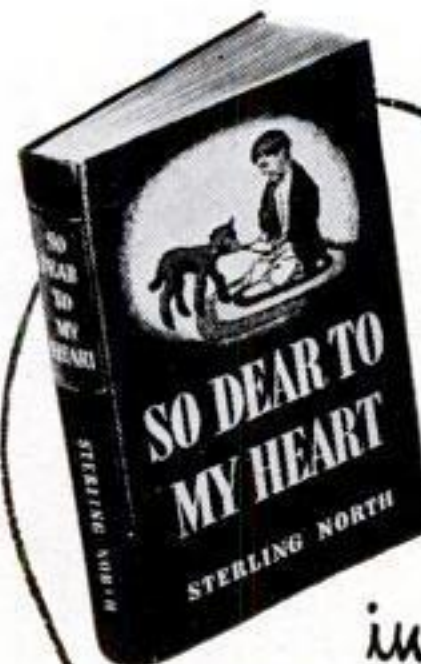
cartoon characters designed to win a sizable corner of your heart.

But it's the *story* itself that will make you say, "It is a picture of me!"

So thank you for letting us take your picture in "So Dear To My Heart." We believe you'll find it a good likeness.



When Uncle Hiram strums on his guitar, he strums on America's heartstrings.



Don't miss the condensation of this beloved novel in the December "Reader's Digest"

# DEAR TO MY HEART

Directed by Harold Schuster . . . Released through RKO Radio Pictures . . . COLOR BY TECHNICOLOR





**\$2500.00**  
PLUS TAX

STYLED FOR A.S.R. BY CARTIER



*The lighter that lights*



Goes for *weeks* without a drink  
... Refills easily.



Snap! Automatically opens and  
lights in one graceful motion!  
*Stays* lit without holding.



Platinum-group Rhodium Finish  
**\$7.50** No Fed. Tax

Others in dramatic Enamels, high-style  
Leathers, Brushed English Gold Finish, and  
Sterling Silver. \$9.00 to \$22.50. 14-carat Gold  
styled by Cartier. \$200.00. Sterlings and 14-  
carat Gold subject to Federal Tax.

At your favorite jeweler or department store.  
Precision-made and fully guaranteed by the  
makers of Gem Razors—American Safety  
Razor Corp., Brooklyn 1, N. Y.

## LETTERS TO THE EDITORS

CONTINUED

game the night before—he for \$23.  
That was enough.

PAUL H. TOBIAS  
Cincinnati, Ohio

### VALLEE ON GODFREY

Sirs:

This is a belated letter to your let-  
ters department, but its tardiness is a  
flattering compliment to you. Regard-  
less of how crowded my schedule may  
be I make it a point eventually to wade  
through every issue of LIFE.

Your article on Arthur Godfrey  
(LIFE, June 7) gives me a great deal of  
satisfaction. It was a hot summer  
morning, early dawn in 1934, that I  
was driving back to New York from a  
dance one-nighter in Pennsylvania  
with my car radio going at full blast  
to keep me awake, that I tuned in in-  
advertently to a small station from  
Alexandria, Va. The voice you describe  
as "a shoebox full of bullfrogs com-  
plaining about a hangover" stunned



RUDY AS A SAILOR

me to real attention, and when I  
reached my apartment I wired con-  
gratulations to Arthur Godfrey. My  
radio show needed a replacement and  
I suggested Godfrey. The suggestion  
was turned down but Arthur went on  
to become the great star he is today,  
justifying my original faith in him.

I cannot rival Godfrey in the great  
gift that makes him Arthur Godfrey,  
but I can enclose a picture of myself  
in the same Navy in which he served.  
May we never lose Arthur Godfrey  
and may he go on to greater heights.

RUDY VALLEE  
Hollywood, Calif.

### WALLACE IN THE SOUTH

Sirs:

After reading about Henry Wal-  
lace's hostile reception in the South  
(LIFE, Sept. 13) and your unsympa-  
thetic treatment of an eminent patriot,  
I'm further convinced of something  
I've thought all along—that Henry  
Wallace is the greatest American since  
Abraham Lincoln.

ARNOLD M. GALLUB  
New York, N.Y.

Sirs:

... Communists have spoken many  
times in North Carolina unmolested.  
We are not afraid that anyone would  
be converted to the pernicious and  
dangerous doctrines of Mr. Wallace  
and his ilk.

It was not the propounding of his  
doctrines which drew upon Mr. Wal-  
lace the showers of edibles; it was  
rather his total lack of tact, his exe-  
crable manners, his bad taste and his

**Saga** AS-21

only **\$17.50** fed. tax incl.

The all-American made  
watch with "Time Reserve."  
At leading jewelry stores  
throughout the country. If  
not yet available in your  
locality order directly from  
Saga, 630 Fifth Avenue,  
New York 20, N. Y.

The World's Largest Manufacturer  
of Wrist Watches

**US**  
TIME  
CORPORATION

**7 DAYS  
WILL DO IT**

YES, in just 7 days... in one short week...  
a group of people who changed from their  
old dentifrices to Calox Tooth Powder aver-  
aged 38% *brighter teeth* by scientific test.  
Why not change to Calox yourself? Buy  
Calox today... so your  
teeth can start looking  
*brighter* tomorrow!

**CALOX**  
TOOTH POWDER

McKesson & Robbins Inc., Bridgeport, Conn.

Guaranteed by  
Good Housekeeping  
Magazine

CONTINUED ON PAGE 16



**we see you**  
in our schemes...



we scheme and we seam

and each seam is a scheme to trim you, slim you,  
smooth you, soothe you...to give you more line, more rhythm,  
more freedom for living. This little Jantzen girdle has a top like a  
Paris cincher with the marvelous Jantzen knit-in paper-thin boning...  
comes in wonderful-feeling, very elastic web, aided and abetted  
by elastic rayon satin...15-inch girdle 8.95...16-inch girdle 10.00...  
15-inch panty-girdle 10.95...other equally perfect Jantzens 3.50 to 12.50.

P.S. The Jantzen bra...the only bra with moulded plastic cups  
...cobweb-sheer 3.95...at most stores, too!

**Jantzen®** 

girdles  
panty-girdles  
and the new  
Jantzen MOULDED bra

JANTZEN FOUNDATIONS  
EMPIRE STATE BUILDING  
NEW YORK



World-renowned stage star says...

"For dream hands,  
Cream your hands"



"To me, hand care is just as important as complexion care... that's why I always CREAM my hands... with Pacquins!" says

Gertrude Lawrence

Try her method for just three days... a 12-second hand massage with non-sticky, non-greasy

**Pacquins Hand Cream**  
...morning...night...and after hand-roughening household chores

TRY THIS simple hand beauty treatment and you'll see why Pacquins is the largest-selling hand cream in the world!

Your own two hands will tell you why! How smooth they'll be! Softer... lovelier... really romantic!

A regular Pacquins hand massage is even more important these "servant-

problem" days, so keep that jar of Pacquins within reach. Smooth it on your rough, chapped, dry hands. Snowy, fragrant Pacquins leaves no greasy after-film. For hands to be proud of... truly dream hands... take your cue from stage star Gertrude Lawrence... cream, cream, CREAM your hands with Pacquins!

VIRGINIA KENT, R. N.  
"I wash my hands thirty to forty times a day! Having tried many other preparations, it's Pacquins for me!" (Pacquins was first created for nurses and doctors.)



Among the famous stars who use Pacquins Hand Cream are:  
GLADYS SWARTHOUT  
RISÉ STEVENS LYNN FONTANNE  
VERA ZORINA

Also, for extra dry skin,  
Red Label Pacquins—contains Lanolin



ON SALE AT ALL COSMETIC COUNTERS IN THE UNITED STATES AND CANADA

## LETTERS TO THE EDITORS

CONTINUED

utter want of consideration for the feelings of his hosts. Had Henry Wallace come into your home uninvited, refused to eat with you unless you also invited your yard boy, then you would have hinted to him that he was unwelcome. . . .

W. E. HENNESSEE

Salisbury, N.C.

Sirs:

. . . As you point out, "the South's sorest nerve" is the race problem. Yet Southerners, generally, feel that race relations have not been a problem until recently. As the sign held by one of the anti-Wallace Negroes parading in Birmingham points out, Mr. Wallace has set the Negro back 50 years. . . . We have thought that Civil War days were long forgotten and that North and South could rebuild our wholesome neighbor-loving attitude toward the folks across the line. Now Southerners awaken to find Northern elements trying to form new laws by which the federal government would be destroying our social system. . . . We feel that if our social system is wrong, time will change it. . . .

We get along fine. We have had no lynchings in years and will have none unless Northern politicians, attempting by federal law to woo Northern Negro votes, deliberately force tragedy in our land. . . .

Why has no intelligent Southern viewpoint been expressed in "Letters to the Editors" in your open-minded LIFE? Could you be guilty of discrimination?

PAT MCKENNA

Tyler, Texas

● LIFE hopes it is not guilty of discrimination, is sure that Reader McKenna is guilty of inaccuracy. There have been 12 lynchings in the South during the past five years.—ED.

### UNITARIANS

Sirs:

Your Sept. 13 issue reports the Protestant World Council of Churches. You make it pretty clear that the Roman Catholics and Soviet-dominated Russian Orthodox Church were the only notable absentees.

Would you please be kind enough to indicate to your readers that the Unitarian Church was among the uninvited. That would certainly make us distinguished, which we feel we are, as Protestants.

NATHAN WILLNER, LL.M.

New York, N.Y.

● Dr. Henry S. Leiper, associate general secretary of the World Council of Churches, states that the council did not invite the Unitarians because they do not accept the doctrine of the divine Trinity held by the other Protestant sects and the Eastern Orthodox Churches.—ED.

### HELL DRIVERS

Sirs:

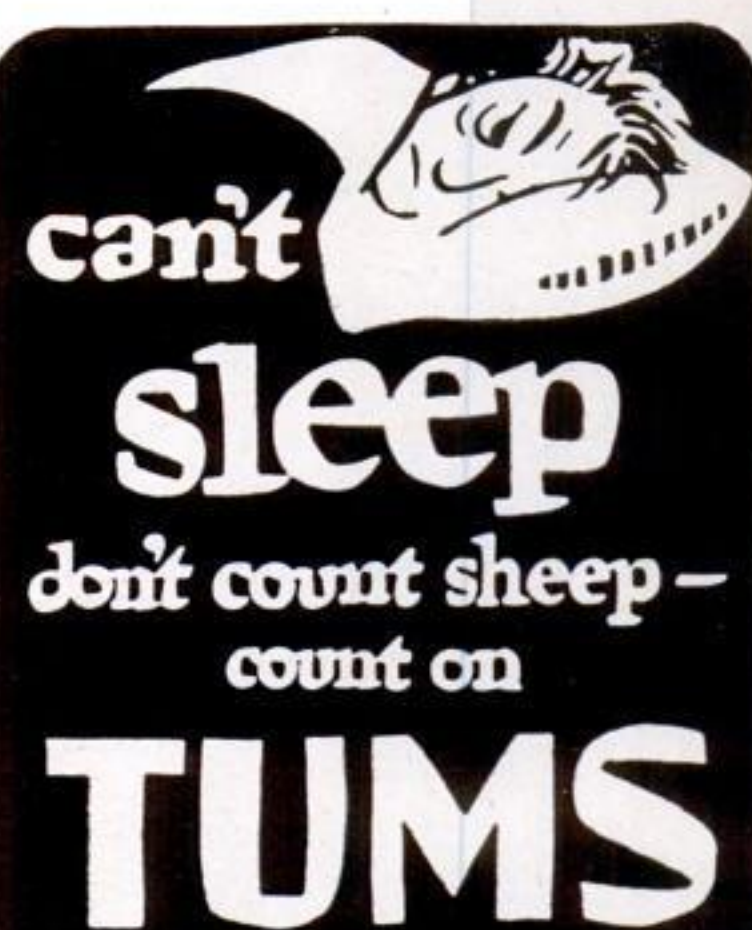
I have been waiting 18 months for a new car since I refuse to pay anything extra. I think it's a shame that new 1949 Fords should be sold to "Hell Drivers" (LIFE, Sept. 13) so that they can wreck them in record time.

HARVEY ENGELSHER

New York, N.Y.

● The Ford Motor Co. has refused to sell cars to Hell Drivers, but cannot prevent them from getting new Fords

CONTINUED ON PAGE 18



Acid indigestion is one of the common causes of sleepless nights. So before you slip into bed slip one or two Tums in your mouth. Tums bring you sweet relief almost instantly—let you get to sleep faster, sleep better. There is no baking soda in Tums. No risk of overalkalizing—no acid rebound. Ask for Tums today.

Night and day, at home or away, always carry TUMS FOR THE TUMMY!



To feel better, try one or two TUMS after breakfast.

QUICK RELIEF FOR ACID INDIGESTION

(NR) TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NR Tablets (Nature's Remedy). Get a 25-cent box today.

Make a Date  
in '48  
AT YOUR  
ROLLER  
RINK  
Popularity  
rolls on  
"CHICAGO"  
ROLLER SKATES

For a lifetime of health, fun and popularity—make a date in '48 with the World Famous "CHICAGO" Roller Skates. There is a reason why they are the Choice of Stars and Champions. Whether you are a beginner or regular—dancer or racer, "CHICAGOS" can start you on the road to stardom. Demand "CHICAGOS" Enjoy popularity and the advantages of the finest skates made. Select the World's Finest in quality, style, comfort.

VALUABLE BOOKLET "Secrets of Rink Skating." Contains valuable skating suggestions for beginners, dance patterns, skate selection and care. Send 10c to cover mailing.

CHICAGO ROLLER SKATE CO.  
Mfrs. of Rink & Sidewalk Roller Skates,  
Industrial Fuses—Screw Machine Products  
4443 W. Lake St. Chicago 24, Ill.



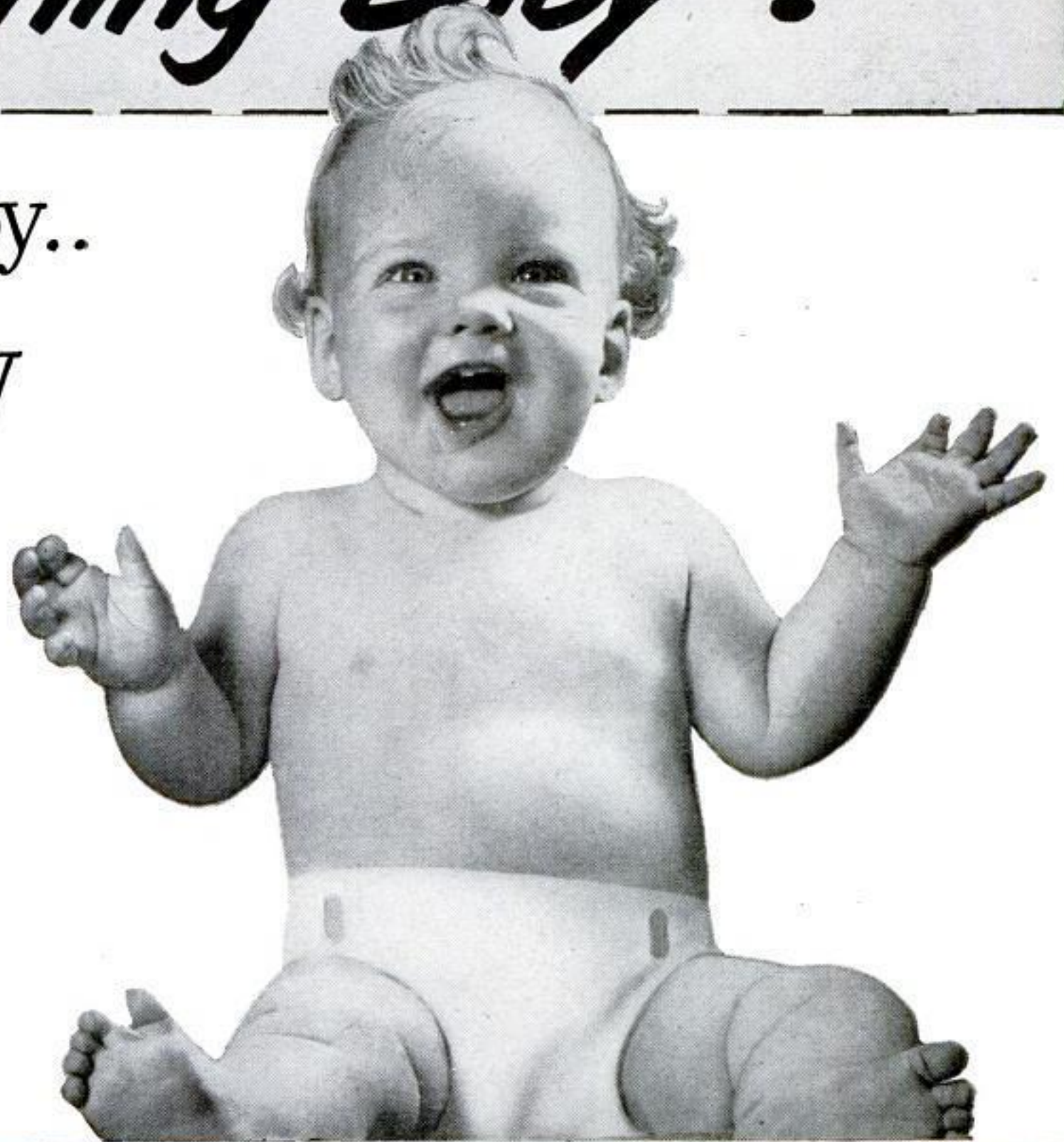
# Who is "The Laughing Baby"?

It's the comfortable, happy baby..

## The Playtex Baby

**YOUR BABY DOES NOT ENJOY CRYING**—when your baby cries, it's because of discomfort or irritation. Keep your precious baby happy with PLAYTEX BABY NEEDS. By test they are the best! Compare PLAYTEX with any other baby products and you'll see why:

1. **SCIENTIFIC TESTS** have proved never a case of diaper rash with PLAYTEX BABY OIL, CREAM AND POWDER!
2. **KEEP YOUR BABY "SOCIALY ACCEPTABLE"** with PLAYTEX BABY PANTS. More mothers everywhere prefer PLAYTEX BABY PANTS to any other.
3. **PLAYTEX PLASTIKOOL SHEETS** stay soft, smooth and waterproof even after hundreds of washings!
4. **THE PLAYTEX AIR-NURSE** is the most useful baby gift ever—because it's really seven gifts in one!



No diaper rash for me!

What a GIFT!

Doctors have proved never a case of diaper rash with PLAYTEX BABY OIL, CREAM AND POWDER...OIL has six times more lanolin. CREAM gives extra protection all night long. POWDER is superfine. All have amazing, new antiseptic which checks skin germs.



Playtex Pants never leave a mark on me!

No seams, no stitches, no binding—PLAYTEX BABY PANTS stretch all over for all-over comfort. Completely waterproof. Rinse and dry in a jiffy. Long-lasting—won't rip or tear with constant wear. Accurately sized to baby's weight.



My waterproof Playtex Sheet is soft and comfy, too!

Feather-light...PLAYTEX PLASTIKOOL SHEETS won't stiffen, can't crack...reinforced with nylon...Rinse and they're washed! Pat with a towel and they're dry! Perfect for crib, carriage, bassinet, bed, beach, travel. Sizes: 18 by 27—27 by 36—36 by 54 inches.



It's 7 Gifts in one... My Playtex Air-Nurse®!

Yes, it has seven wonderful uses—bed, bath, crib, mattress, safety chair, travel seat and dressing table. It's a miracle you really have to see to believe! In your choice of pink or blue washable covers.



It's a Chair!  
It's a Bed!  
A Safety Seat!

Flip off cover—and it's a full-sized baby bathtub. Amazingly strong and durable, PLAYTEX AIR-NURSE keeps baby safe and comfortable while mother does housework or takes him traveling. Pocket-size miracle!

For Happy Comfort for Babies

Say  
"Playtex®"

For the Gifts  
that Mothers Really Want

Beautifully gift-packaged Playtex Products are sold at all department stores and specialty shops. Ask for "Kooler" brand in the better drugstores.

INTERNATIONAL LATEX CORP. Playtex Park  
Dover, Del.  
© 1948



Harriet Hood says

"Be all-ways  
smart  
with  
All 3"



**"A DAUNTLESS STORM RUBBER!"**

The Raintog Oxford . . . right as rain when the weather's wet! So easy to pull on and off, it's happy with playshoes or Oxfords, Black only.

**"BRIGHT FOR CITY, COUNTRY, OR STADIUM!"**

This staunch Winterboot, made sumptuously warm! In rubber, to seal out cold and damp. Sheepskin cuff. Black or brown.



**"IN LINE WITH A LOW HEM!"** This lower Style Mode boot, softened at the throat with lapels. Black or white. Available for "platforms," too.

**"THERE'S YOUR BASIC 'WARDROBE OF 3'—  
STYLISH THE YEAR AROUND IN RAIN, SNOW OR COLD!"**

Get your **WARDROBE of 3** wherever  
you see this famous arrow



Hood Rubber Company, Watertown, Mass.

## LETTERS TO THE EDITORS

CONTINUED

from dealers or used-car lots. "Furthermore," says Ford, "we have no control over the car after it reaches the owner."—ED.

Sirs:

. . . Do you *have* to break our car-hungry hearts with your blasted pictures???

EDWIN YAHIEL

Ann Arbor, Mich.

### SKI INSTRUCTOR

Sirs:

I like very much your photographic story on the "new international set" at Cap d'Antibes (LIFE, Sept. 13).

I have only one fault to find and that is you didn't include an amusing



ZANUCK, POWER AND FRIEND

picture of me endeavoring to teach Tyrone Power how to water ski. . .

DARRYL ZANUCK

Beverly Hills, Calif.

### WHERE'S FELLER?

Sirs:

Last January (LIFE, Jan. 5) you published a full-page picture of Feller, the pedigreed cocker puppy given to President Truman. During that same month, from other sources came the news that Feller had been given away because (to quote Mrs. Truman) "I'm not going to raise that dog." Later, because of letters of protest to the White House and publications, it was announced that the White House physician, Brig. General Wallace Graham, had taken Feller to care for until he was housebroken. Then he would return to the White House.

Since that time no one has printed anything about Feller. Did he ever return to the White House or has it taken all these nine months to housebreak him? Election time is nearing and what we dog lovers would like to know before we go and vote is *where's Feller?*

OPAL O. KEARNS

Redondo Beach, Calif.

● Feller, now housebroken, lives with General Graham at Walter Reed Hospital. He calls occasionally on his former master when he is in town.—ED.

### LOST CHILDREN

Sirs:

In the Sept. 13 issue of LIFE I was particularly interested in Speaking of Pictures on lost children. The mother of each child wore a wrist adornment. Their fathers, no doubt, wear wrist watches. Why not invest in an identification bracelet for our children who are taken to places of amusements and parades? Our faithful officers of the law would have less trouble in guessing just where to locate the youngsters' parents. Our dogs are tagged. Why not our babies?

AHNA G. MAUTZ

Menlo Park, Calif.

CONTINUED ON PAGE 21



● If all of the Trico Wiper Motors in the Chicago area were to go into action simultaneously nearly 1,700,000 Trico Wiper Blades would be swinging. How are the blades—and wiper arms—on *your* car? Old—and need replacing? For top results, TRICO is the blade to buy. And for a clean windshield *between* rains, install a Trico Washer—the "Two Little Squirts."



TRICO STANDARD 50¢  
TRICO "WRIST ACTION" 60¢

Trico Products Corporation, Buffalo 3, N. Y.

## BOYS! DADS! SEND FOR THIS GREAT TRAIN BOOK



32 big pages with full color illustrations of thrilling American Flyer trains and spectacular equipment. Also, diagrams for 31 track layouts and information on how to build a mighty railroad empire.



Read about the trains that puff real smoke and give off realistic "choo-choo" sounds—amazing talking railroad station that reproduces sounds of busy railroad terminal—automatic log loader, coal loader and other equipment for building "just like real" railroad system. Just mail coupon with 10¢.

GILBERT HALL OF SCIENCE  
19 Erector Square, New Haven, Conn.  
I enclose 10¢. Rush new train book.

NAME . . . . .

STREET . . . . .

CITY . . . . . STATE . . . . .

(This offer good only in U. S. A.)





## You can't beat "know-how" nohow!

Crucial inning...seventy thousand people screaming down his neck...will he catch it? It's a cinch, for experience has trained every muscle and reflex.

"Know-how" is essential in fabric-making, too. The excellence of Pacific worsteds and woolens stems from more than just the quality of our wool and the efficiency of our machines. It proceeds from the talent of our designers, from the brilliance of our research staff...in short, from the skill—"the know-how"—of every man and woman in our mills!

That's why, whatever the season and whatever the game, more sports-minded people are wearing clothes of Pacific Fabrics. The Pacific label on a garment is your guarantee of smartness, fine quality and genuine value in the fabric. Look for it when *you* shop.

LOOK TO THE *fabric* FIRST

FREE BOOKLETS: "Alphabet of Wool Fabrics for Women's Wear" and "Fabrics that go into clothes for men"

PACIFIC MILLS, Worsted Division, Dept. CW10, 261 Fifth Avenue, New York 16

### Where you will find the Pacific label

**IN WOMEN'S WEAR...** Pacific Craft Fabrics in high-style coats and suits. Also more popular priced woolens and worsteds in dresses, skirts, coats, suits and sportswear in women's, misses' and girls' sizes.

**IN MEN'S WEAR...** Slacks, raincoats, topcoats and in sport shirts and robes made of the new Pacifixed\* (wool washable) fabrics. Also in Plateau suits, slacks and tuxedos; Surrétwill suits and slacks.





# "Are husbands more sentimental than wives?"

ASKED ELSIE, THE BORDEN COW



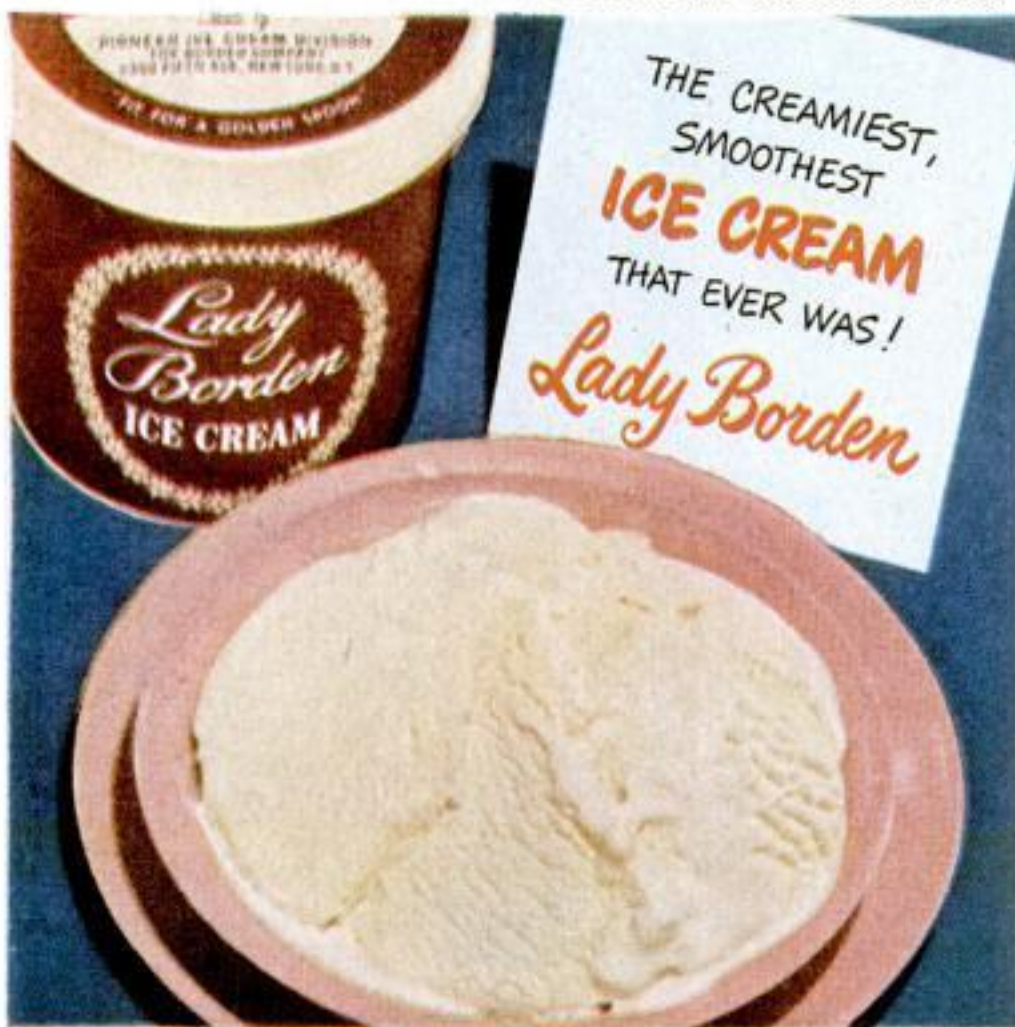
"SENTIMENTAL!" roared Elmer, the bull. "Only sissies are sentimental! Don't you dare accuse a he-guy like me of being sentimental!"

"I never would, dear," smiled Elsie, the Borden Cow, "but it is sweet and thoughtful of you

to remember the anniversary of our engagement with that lovely rose."

"Oh, that!" bulled Elmer. "That's nothing, woman. Forget it!"

"I could no more forget it," said Elsie, "than I could forget little Beauregard's or Beulah's name—or the name of the creamiest, smoothest ice



cream that ever was. I mean Lady Borden Ice Cream."

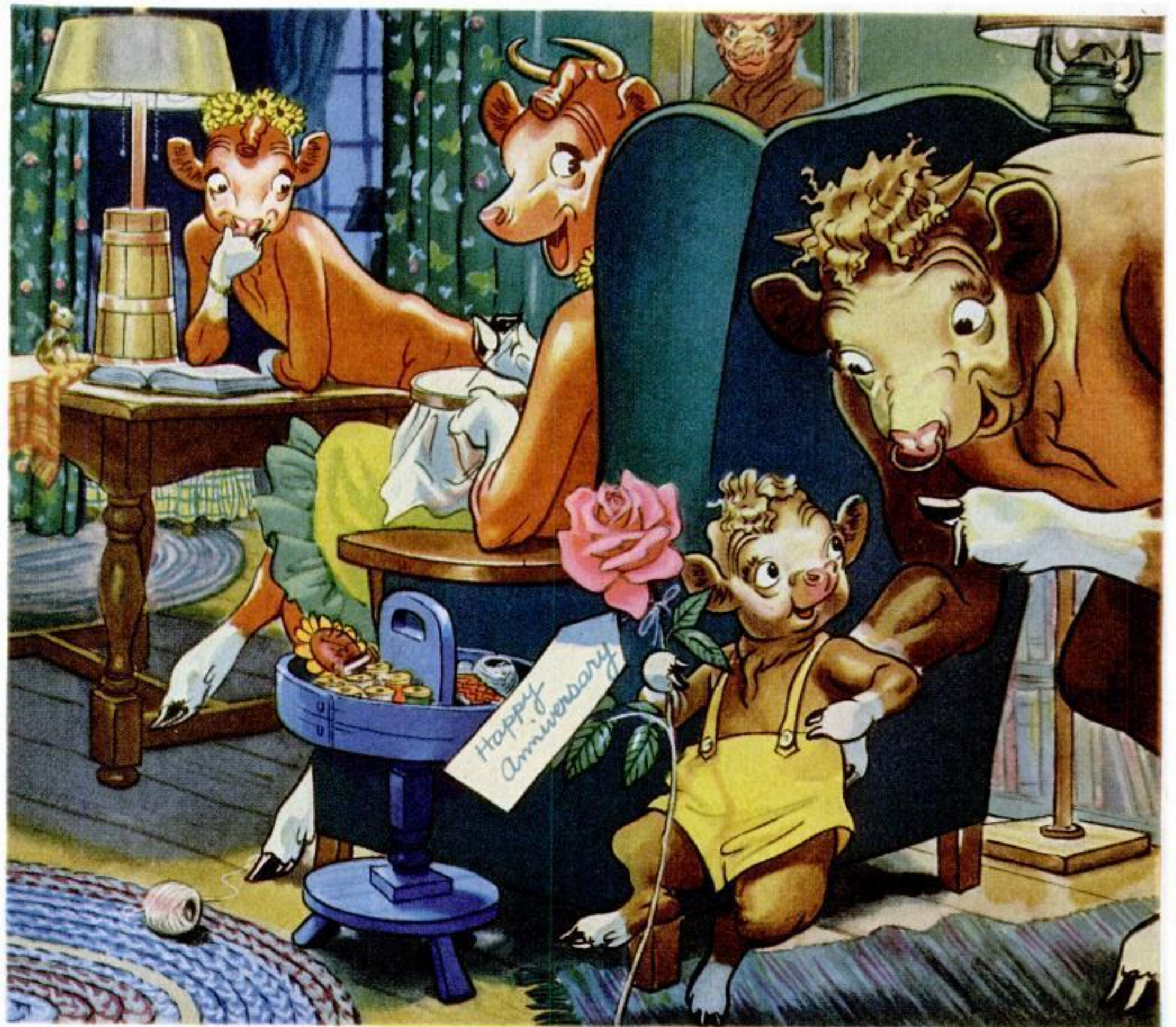
"Jumping beans!" fumed Elmer. "What has Lady Borden Ice Cream to do with sentiment and anniversaries?"



"Folks celebrate anniversaries, don't they?" asked Elsie. "And what more delicious treat could you serve than big dishes of rich, luscious Lady Borden Ice Cream? Folks say it's fit for a golden spoon!"

"Golden spoon!" gasped Elmer. "Has my generosity gone to your head? Who in thunderation eats with a golden spoon?"

"Don't be silly, Elmer," laughed Elsie. "That's just



another way for saying that Lady Borden is made with the finest cream, superb berries and fruits, and really out-of-this-world vanilla and chocolate."

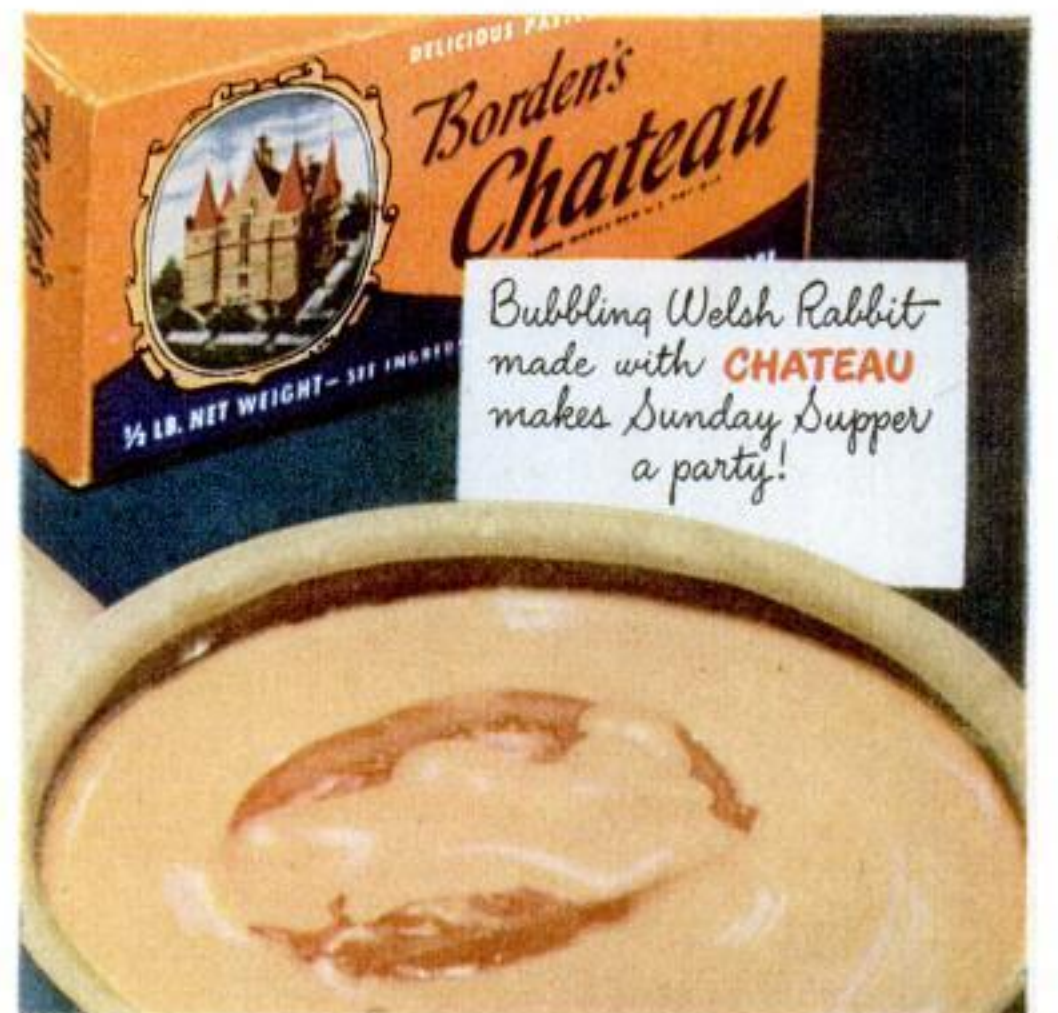
"Sell! Sell! Always sell!" mimicked Elmer. "If I had a penny for every time you sell Borden's, I'd be a billionaire."



"If you were," giggled Elsie, "you couldn't buy finer nourishment or grander cheese than Borden's Fine Cheeses."

"What's the use?" groaned Elmer. "I shower the woman with roses, and she up and hands me cheese."

"That's how women are, dear," said Elsie. "Their sentiment is likely to be mixed with the practical. When they want to make a husband happy, they serve him something he thoroughly enjoys eating,



like a bubbling Welsh rabbit made with that great cheese food, Borden's Chateau\*. Chateau has the grandest mellow-mild real Cheddar flavor. In fact, it's the ideal flavor for cheese omelets and soufflés. And cheese sauce made with Chateau is guaranteed to make husbands go wild about greens, like broccoli and spinach!"



"STOP!" commanded Elmer. "You're driving your husband wild!"

"Everybody goes wild about Chateau," said Elsie. "Children, too! They love it! And that's nice, too, for cheese is good, sound, body-building food. You know—"

"IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!" roared Elmer. "And now that I've finally admitted it, where's your anniversary present for me?"

T. M. Reg. U. S. Pat. Off.

©The Borden Company



- if it's Borden's, it's got to be good!





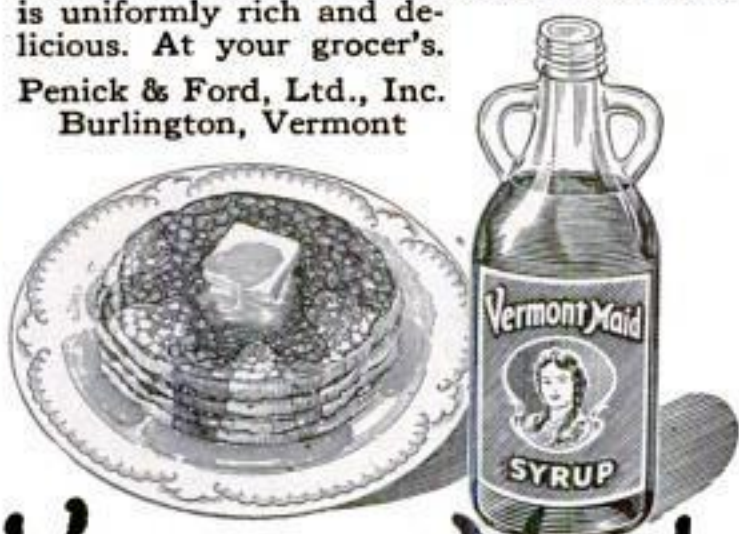
The Indians taught maple-sugar making to the French settlers who, in return, furnished metal kettles to replace crude Indian utensils.

## Hankering for real maple sugar flavor?

The Indians probably were the first to discover that delicious syrup could be made from the sap of the maple tree. But their crude methods could not produce the flavor you get in Vermont Maid Syrup.

Our skilled blenders select maple sugar that's rich and full-bodied; then blend it with cane sugar. This blend gives you, at moderate cost, real maple sugar flavor that is uniformly rich and delicious. At your grocer's.

Penick & Ford, Ltd., Inc.  
Burlington, Vermont



# Vermont Maid Syrup

*To Flatter the in-between Figure*



Banish alteration headaches with this Bobby Burns suit, scientifically proportioned for the in-between figure. Gabardine, Sharkskin, or Worsted Crepe in glowing Fall colors. Half-sizes 12½ to 26½. From \$40 to \$55 depending on the fabric.

At Russeks, N. Y., or for the store nearest you, write THE MURRAY SICES CORP. • 252 W. 37th St., N. Y. C.



*Look for the Bobby Burns Label*

## LETTERS TO THE EDITORS

CONTINUED

### BEAUTIFUL MRS. GRAHAM

Sirs:

Re your excellent article on the 18th Century (LIFE, Sept. 13), I thought you might be interested to know more about the Honorable Mrs. Graham, the Gainsborough portrait shown on page 97.

She was one of my father's forebears and the family always referred to her as the "Beautiful" Mrs. Graham. Gainsborough was so impressed with her extraordinary beauty that he used her



as a model at least four times. Once he painted her as a serving girl with a broom in her hand to prove that she was beautiful in any attire.

Mary Graham died at the age of 34. Her husband Thomas Graham, who after her death became General Lord Lynedoch, died 52 years later and left his estates to his cousin Robert Graham. Some time later Robert Graham received word from the owners of a storage vault in London that there were in their care several large packing cases held in Lord Lynedoch's name. Graham had them sent to his home in Scotland. He found them to contain the missing portraits of Mrs. Graham. Afterward he discovered that his cousin, Lord Lynedoch, was so grieved at the death of his beloved wife that he placed the portraits of her in storage, unable to bear the sight of her loveliness.

JOHN MAXTONE GRAHAM

Cape Cod, Mass.

**Subscription rates:** U.S., Alaska, Hawaii, Canada, Newfoundland, 1 yr., \$6.00; 2 yrs., \$11.00; 3 yrs., \$15.00. LIFE International edition (fortnightly) for Canal Zone, Puerto Rico, Virgin Islands, 1 yr., \$4.50; all Pan American Postal Union countries and Philippines, 1 yr., \$6.00; Great Britain and Ireland, 1 yr., \$8.00; all other countries, 1 yr., \$7.50.

**Change of Address:** Four weeks' notice is required. When ordering a change, please name magazine and furnish an address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

**Address all subscriptions and correspondence concerning them to:** LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Ill.

**Address all editorial and advertising correspondence to:** LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Vice President & Treasurer, Charles L. Stillman; Vice President & Sales Director, Howard Black; Vice Presidents, Allen Grover, C. D. Jackson, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Production Manager, N. L. Wallace; Circulation Director, F. DeW. Pratt; Producer THE MARCH OF TIME, Richard de Rochemont.

# New! Improved!

## Richard Hudnut Home Permanent



### Take Only One\* Hour Waving Time for Your Permanent

If you've ever put your hair up in curlers...it's that easy to give yourself the new, improved RICHARD HUDNUT HOME PERMANENT. This salon-type home permanent is based on the same type of preparations used in the Richard Hudnut Fifth Avenue Salon for luxurious, softer, lovelier waves. With it, you can set your hair in any style...from a sleek cap to a halo of ringlets. Ask to see the RICHARD

HUDNUT HOME PERMANENT at your favorite cosmetic counter—today! Price \$2.75; refill without rods, \$1.50 (all prices plus 30¢ Federal Tax).

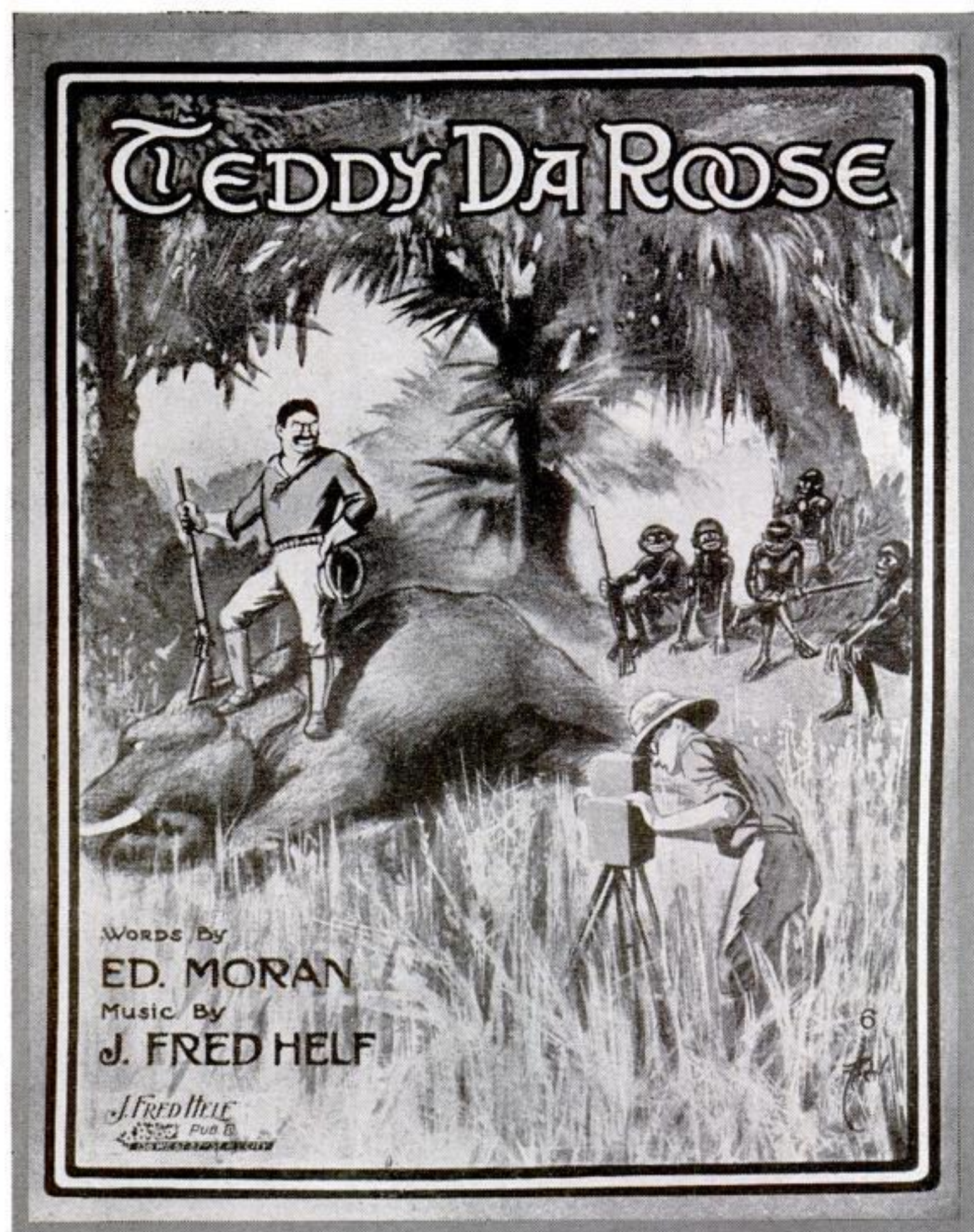
\*depending on texture and condition of hair—follow instructions.

### It's 7 Ways Better!

- 1 Saves up to one-half usual waving time.
- 2 One-third more waving lotion...more penetrating, but gentle on hair!
- 3 Longer, stronger end-papers make hair tips easier to handle.
- 4 Double-strength neutralizer anchors wave faster, makes curl stronger for longer.
- 5 Improved technique gives deep, soft crown wave... non-frizzy ends.
- 6 Only home permanent kit to include reconditioning creme rinse.
- 7 Two lengths of rods. Standard size for ringlet ends; extra-long for deep crown waves.







ITALIAN DIALECT SONG DID NOT GET ROOSEVELT THIRD TERM IN 1912

*I tell-a you what, he's-a finest-a man-a you ever-a want-a to meet,  
He say-a "De-light" and he look-a like dees-a whenever he give-a da greet,  
Why, he just-a loan-a dis Mister-a Taft-a dat pres-a-da-dential-a seat,  
You know it-a who? TEDDY DA ROOSE!*



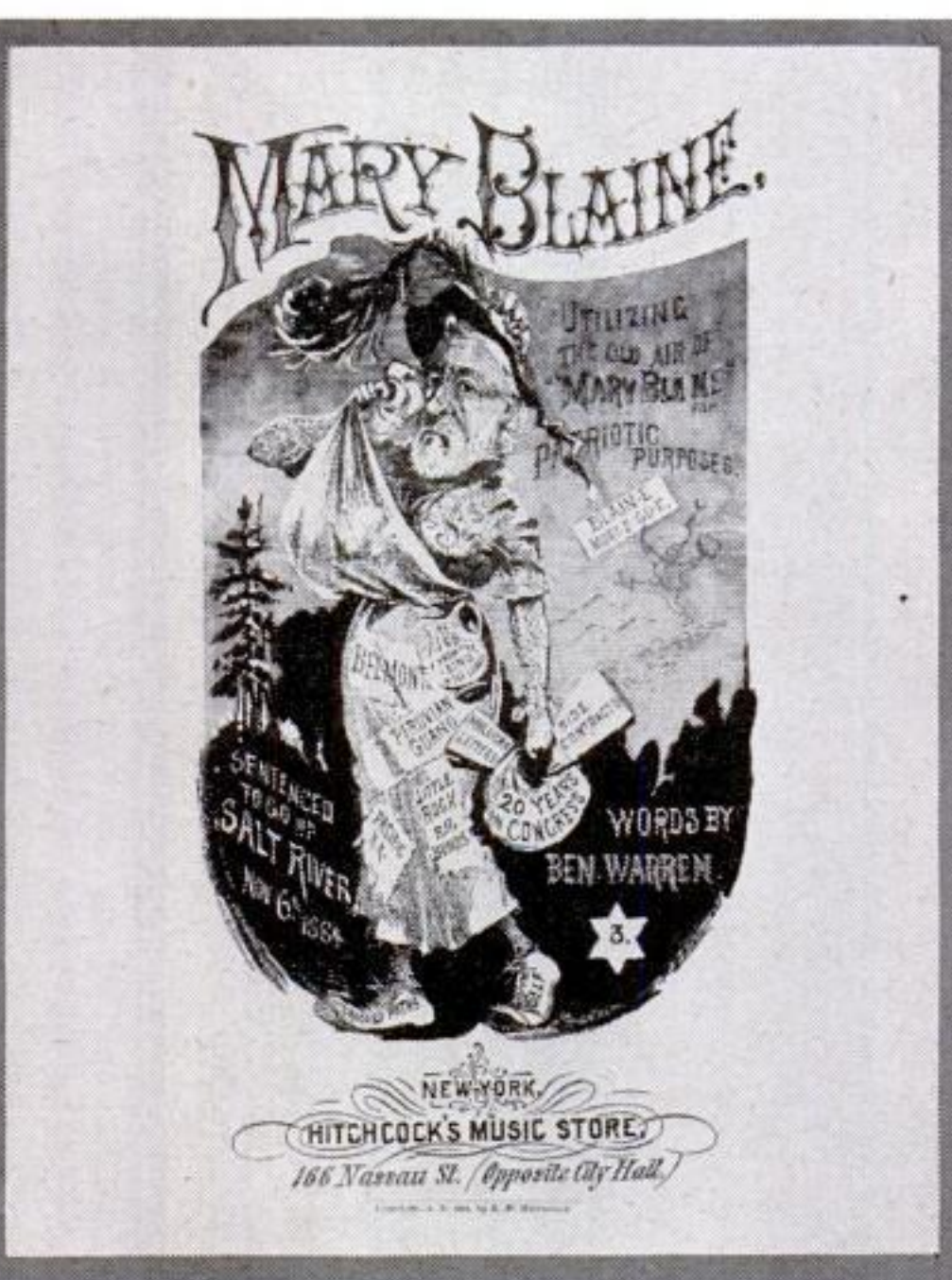
ALSO-RAN DEMOCRATIC CANDIDATES LOOKED NOBLE ON 1868 COVER

*Let pale usurpers shrink to hear what names the breezes bring,  
What notes of muttered warning now a ransomed people sing,  
Firm, men, steady! Keep the beacons bright,  
For Seymour, Blair and Liberty and God restore the right.*



WIDELY DIVERGENT VIEWS OF JAMES G. BLAINE APPEARED IN 1884 SONGS. BLAINE LOST

*Then hurrah! for the chief we have chosen,  
His fair fame our watchword shall be,  
To victory he'll gallantly lead us,  
The choice of the land of the free!*

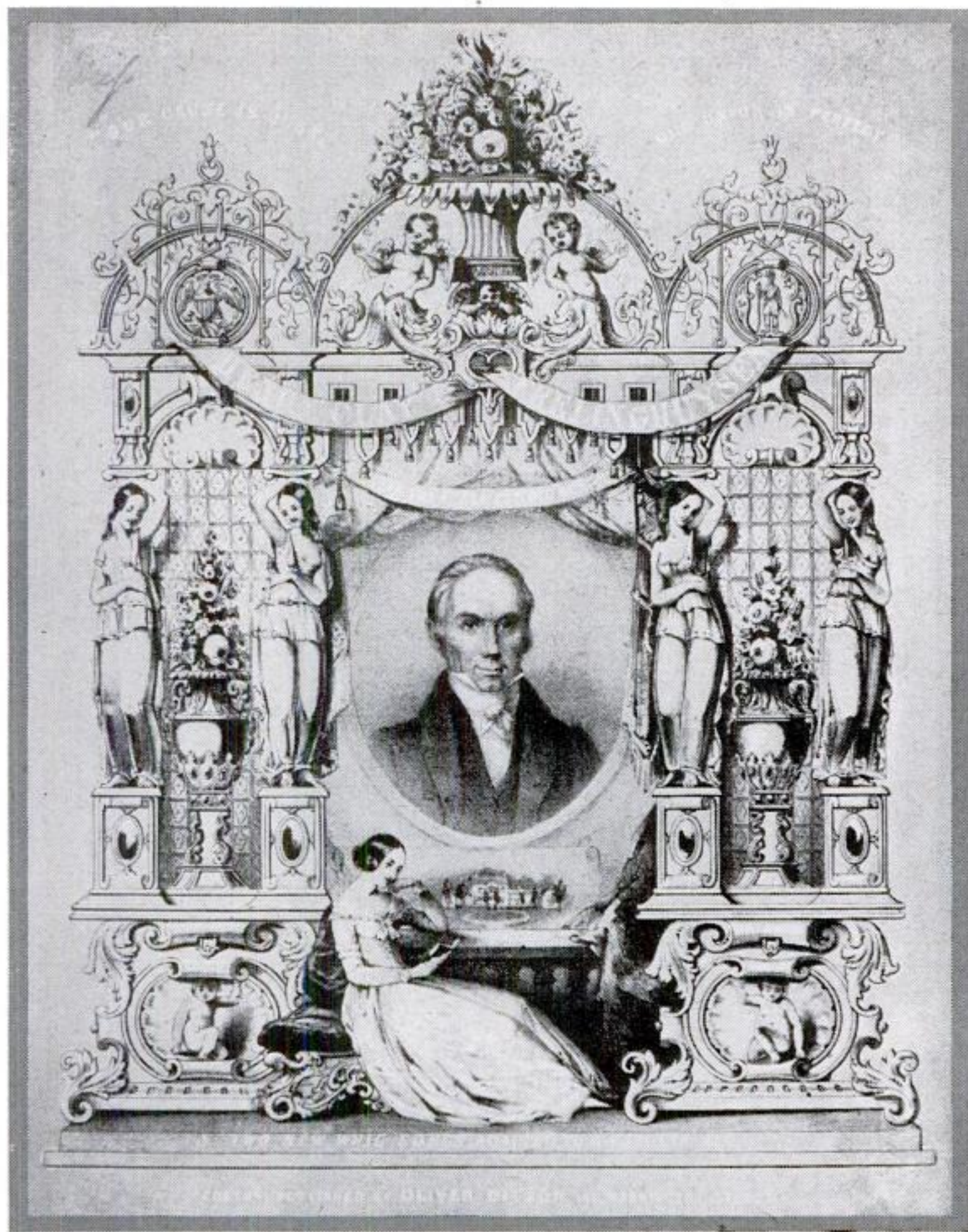


*Corruption and deception  
The White House shall not stain!  
We want an honest man this time  
And not poor Mary Blaine!*

## SPEAKING OF PICTURES OLD CAMPAIGN SONGS OUTDO CURRENT CROP

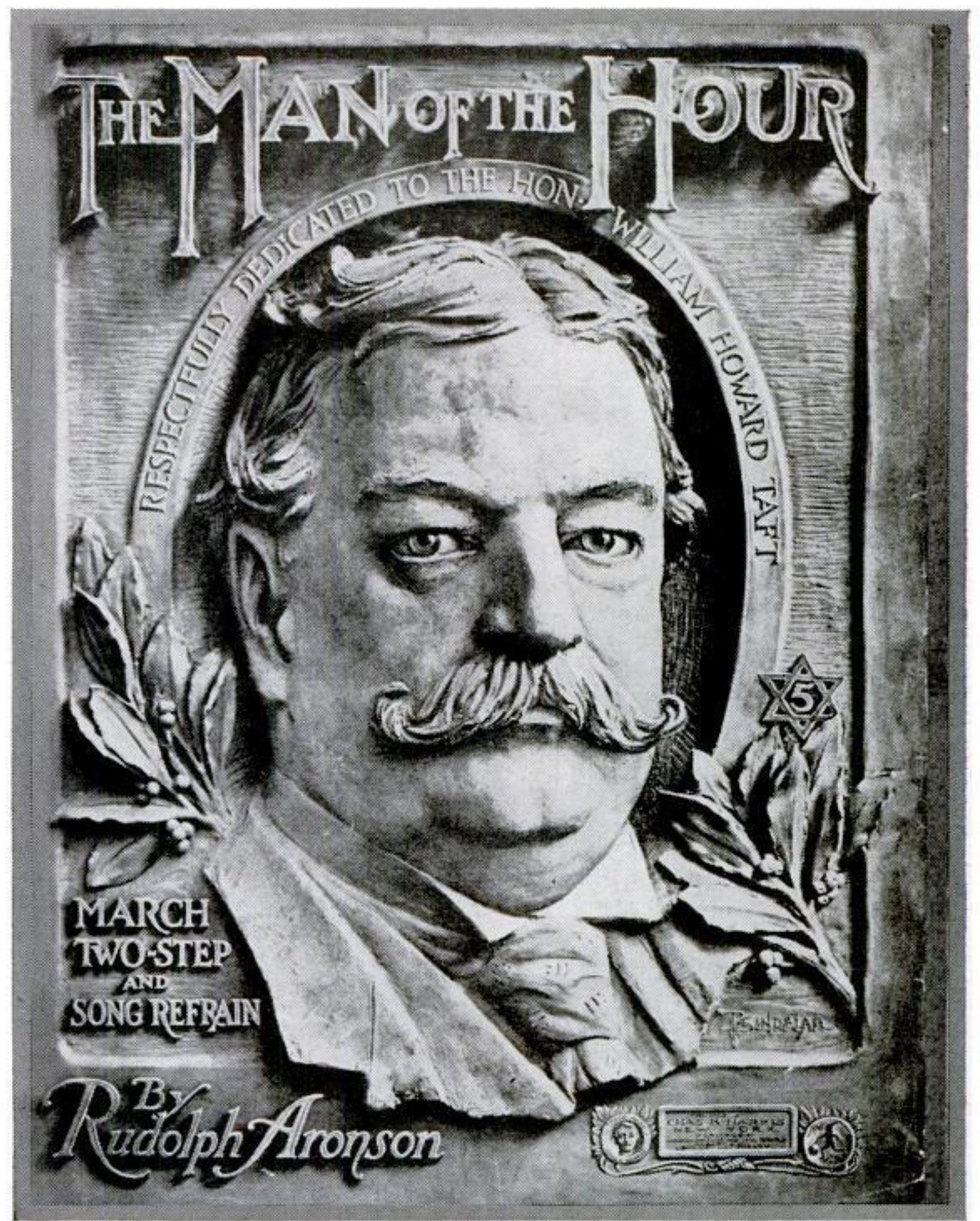
To voters who like presidential elections full of roaring campaign music the old song covers on these pages will be a happy reminder of a gaudier, more tuneful political era. Intensely forgettable the day after election, the lyrics made up in invective and enthusiasm what the tunes lacked in musical artistry. The current campaign offers nothing to match them. So far the major effort has been *Friendly Henry* ("Everyone wants Wallace . . . FRIENDLY HENRY WALLACE, In the White House . . ."). Truman performs to mere background renditions of *The Missouri Waltz*, and Dewey supporters mumble only unadapted popular songs like *Lucky Day* and *What Do We Do on a Dew, Dew, Dewy Day?* To date the only enthusiastic rendering of a campaign song came from dissident Dixiecrats at the Democratic convention who bellowed, "Let's send Harry back to the farm, Right back where he started from. . ."





CLAY'S 1844 SONG COVER DISPLAYED SEMIDRAPED LADIES. HE LOST

United heart and hand are we,  
From Northern lake to Southern sea;  
From East to West the country's risin'  
For Harry Clay and Frelinghuysen.



1903 COVER HAD ONLY BOLD PORTRAIT OF CANDIDATE TAFT. HE WON

The proud Ship of State he will soon navigate,  
And of good solid Statesmen he's the flow'r,  
From sea unto sea, Taft our choice e'er shall be,  
For Bill Taft is the man of the hour!



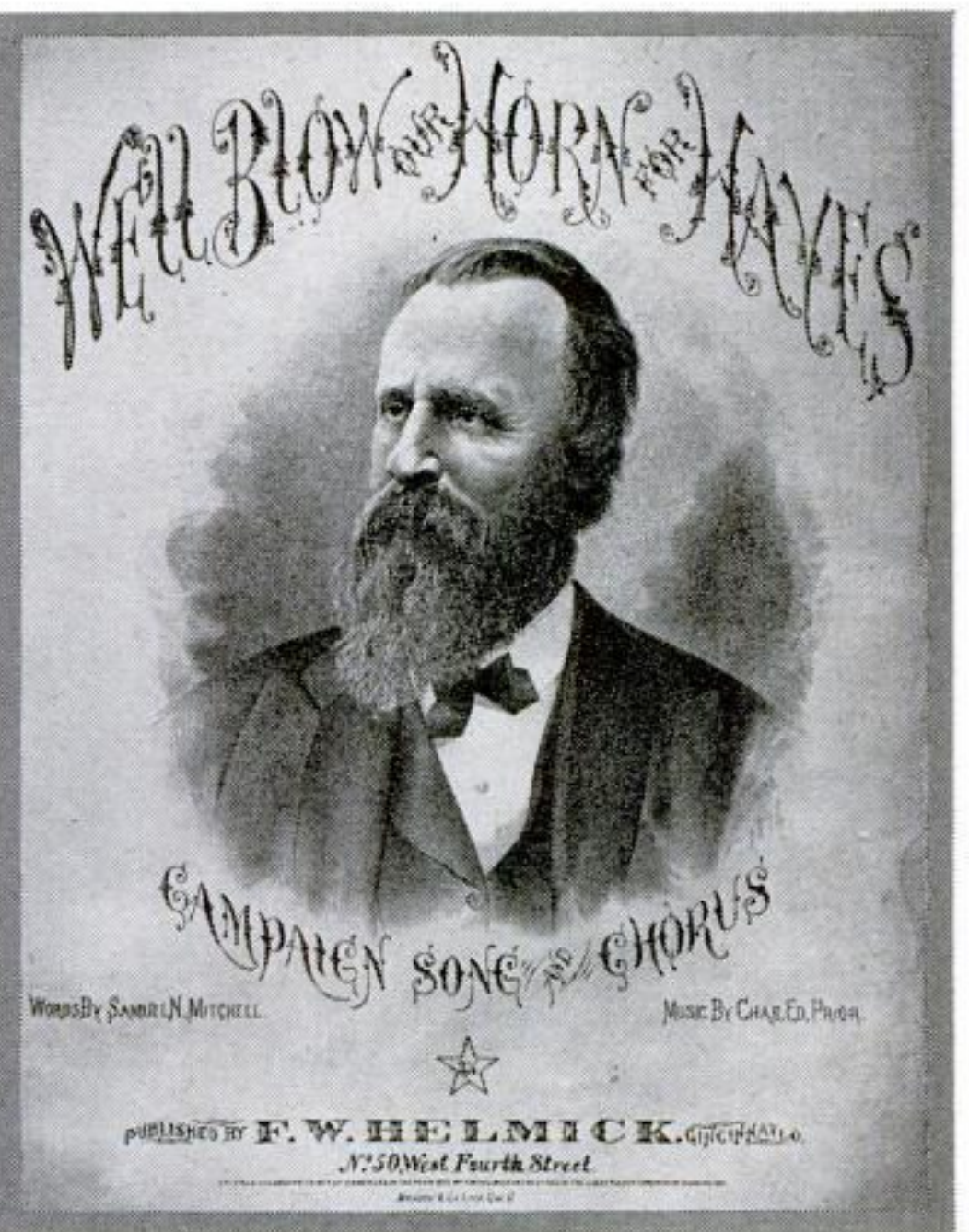
1840 HARRISON COVER WAS BIOGRAPHICAL

Should I name all those who are for us,  
'Tis plain I should never get through;  
Rejoice, in the prospect before us,  
Huzza! for old Tippecanoe!



SINGLE LYRICIST-COMPOSER TEAM TURNED OUT SONGS FOR OPPOSING CANDIDATES IN 1876

Governor Tilden is our man,  
he's the best that ever ran . . .  
In the cool November days  
we shall distance Mister Hayes.



The one best fitted for the place,  
most everybody says,  
Lives in our great and glorious West,  
'tis Rutherford B. Hayes.



## A black and white photograph of a young woman with short, wavy hair, sitting on a dark, textured couch. She is wearing a light-colored shirt with dark horizontal stripes and light-colored pants. She is holding a dark book or folder in her lap. Behind her is a lamp with a large, conical shade. The text "but no" is written in a stylized, handwritten font above her head. The overall mood is contemplative or perhaps a bit melancholic.

IT'S SO LONG SINCE IVE HAD A DATE I FEEL POSITIVELY PRE-HISTORIC! ID LIKE TO MAKE A LITTLE HISTORY FOR A CHANGE!

FINE! BUT SEE YOUR DENTIST FIRST, NANCY, FOR THE FACTS ON—ON BAD BREATH TECHNIQUE, HONEY!

FINE! BUT SEE  
YOUR DENTIST FIRST,  
NANCY, FOR THE FACTS  
ON—ON BAD BREATH  
TECHNIQUE, HONEY!

TO COMBAT BAD BREATH, I RECOMMEND COLGATE DENTAL CREAM! FOR SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!



COLGATE'S ACTIVE PENETRATING FOAM GETS  
INTO HIDDEN CREVICES BETWEEN TEETH—  
HELPS CLEAN OUT DECAYING FOOD PARTICLES  
—STOP STAGNANT SALIVA ODORS—REMOVE  
THE CAUSE OF MUCH BAD BREATH

NO OTHER  
TOOTHPASTE CLEANS  
TEETH BETTER THAN  
COLGATE DENTAL CREAM!  
AND I SIMPLY LOVE  
COLGATE'S DELICIOUS  
WAKE-UP FLAVOR!

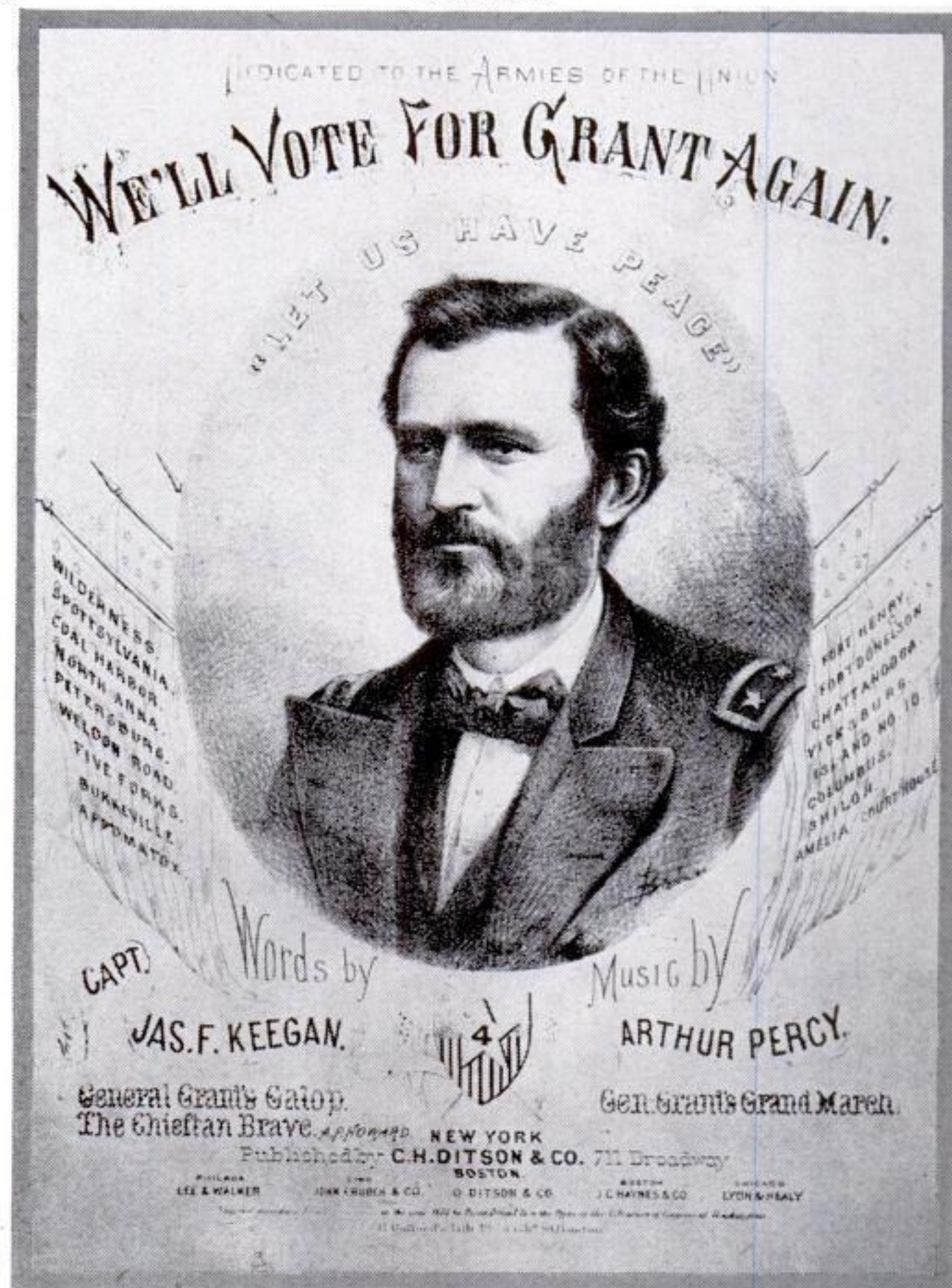


**COLGATE**  
RIBBON DENTAL CREAM

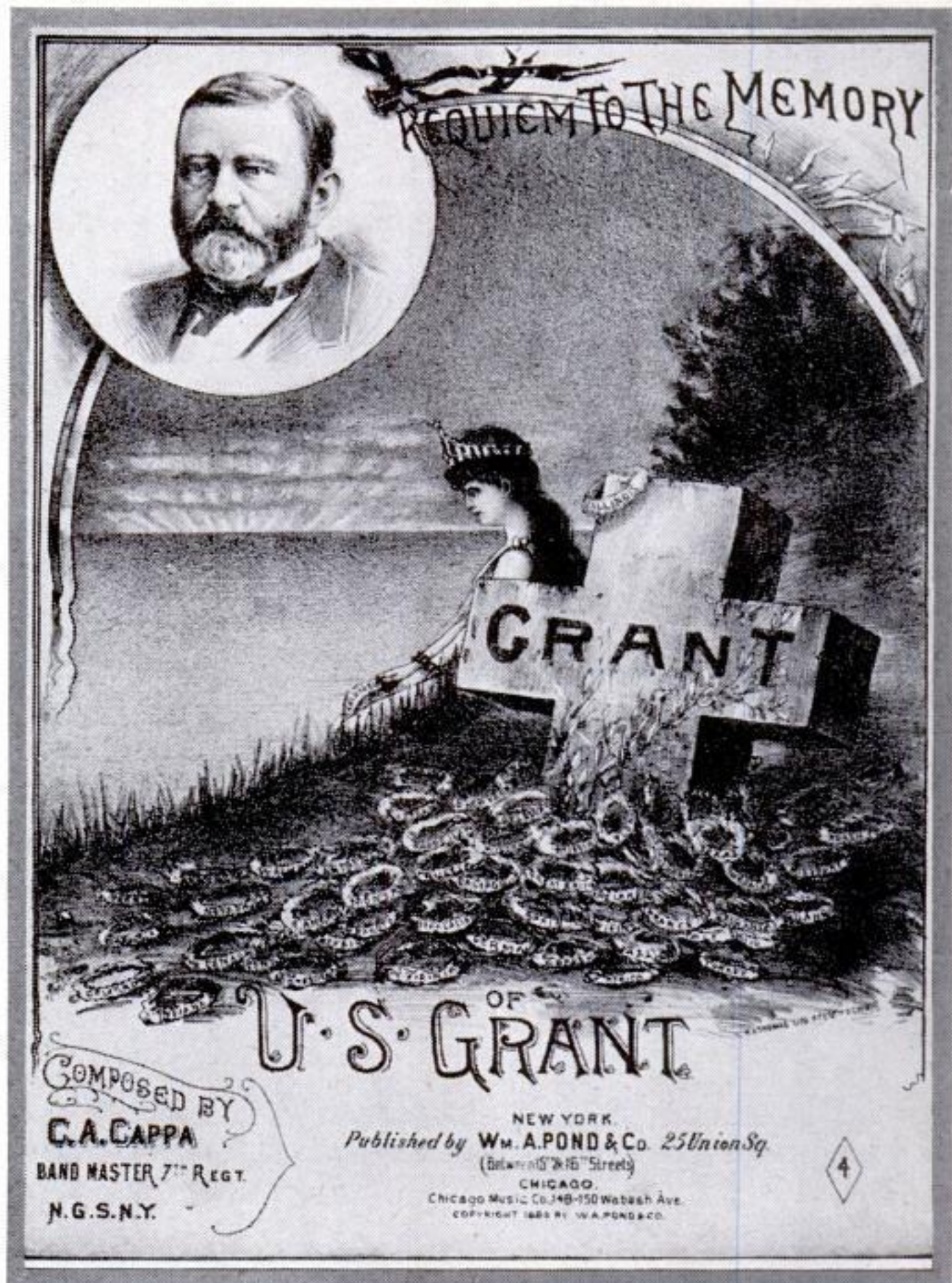
**Cleans Your Breath While  
It Cleans Your Teeth!**

Always use **COLGATE DENTAL CREAM** after you eat and before every date

CONTINUED



**ALIVE,** Grant, who ran for and got a second term in 1872, was the subject of a martial tune showing willingness of his supporters to vote again and again.



**DEAD**, he was good material for one final memorial tune whose cover was heavily embellished with funeral wreaths from the states and a mourning Columbia.



It cost over **\$2,000,000** to bring you and your children this

# Completely New World Book Encyclopedia!

**NEW** beautiful, durable bindings

**NEW** printing plates throughout

**NEW** page format and size

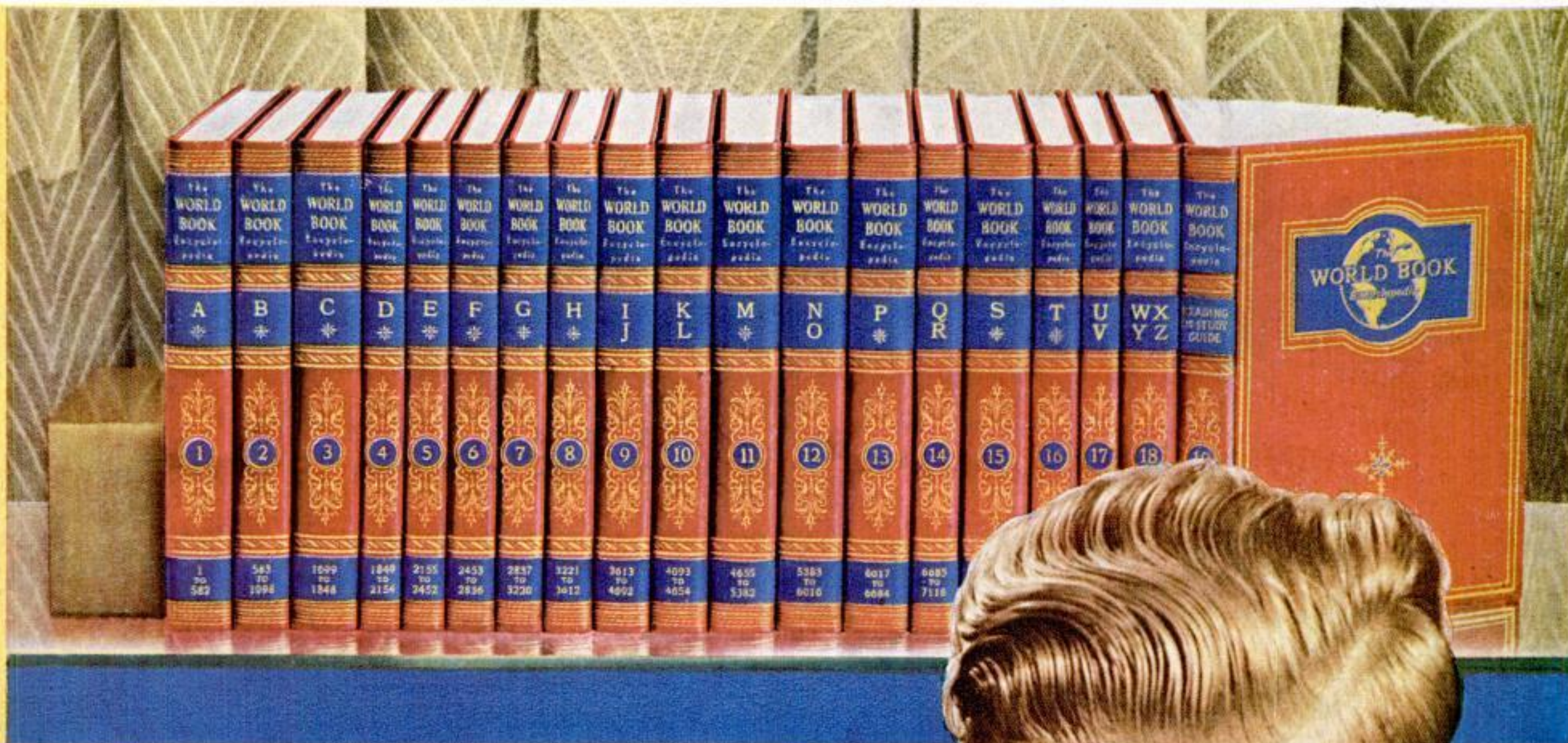
**NEW** from cover to cover

**NEW** pictures by the thousand

**NEW** articles by the thousand

**NEW** easy-to-read type

**NEW** and larger maps



9 out of 10 families report their  
children advance more rapidly  
with the WORLD BOOK

"Gosh, it's got everything!"

**FOR 30 YEARS**, the World Book Encyclopedia has been a favorite with schools and teachers. And because educators recommended it so highly, thousands of parents, too, bought the World Book for home use.

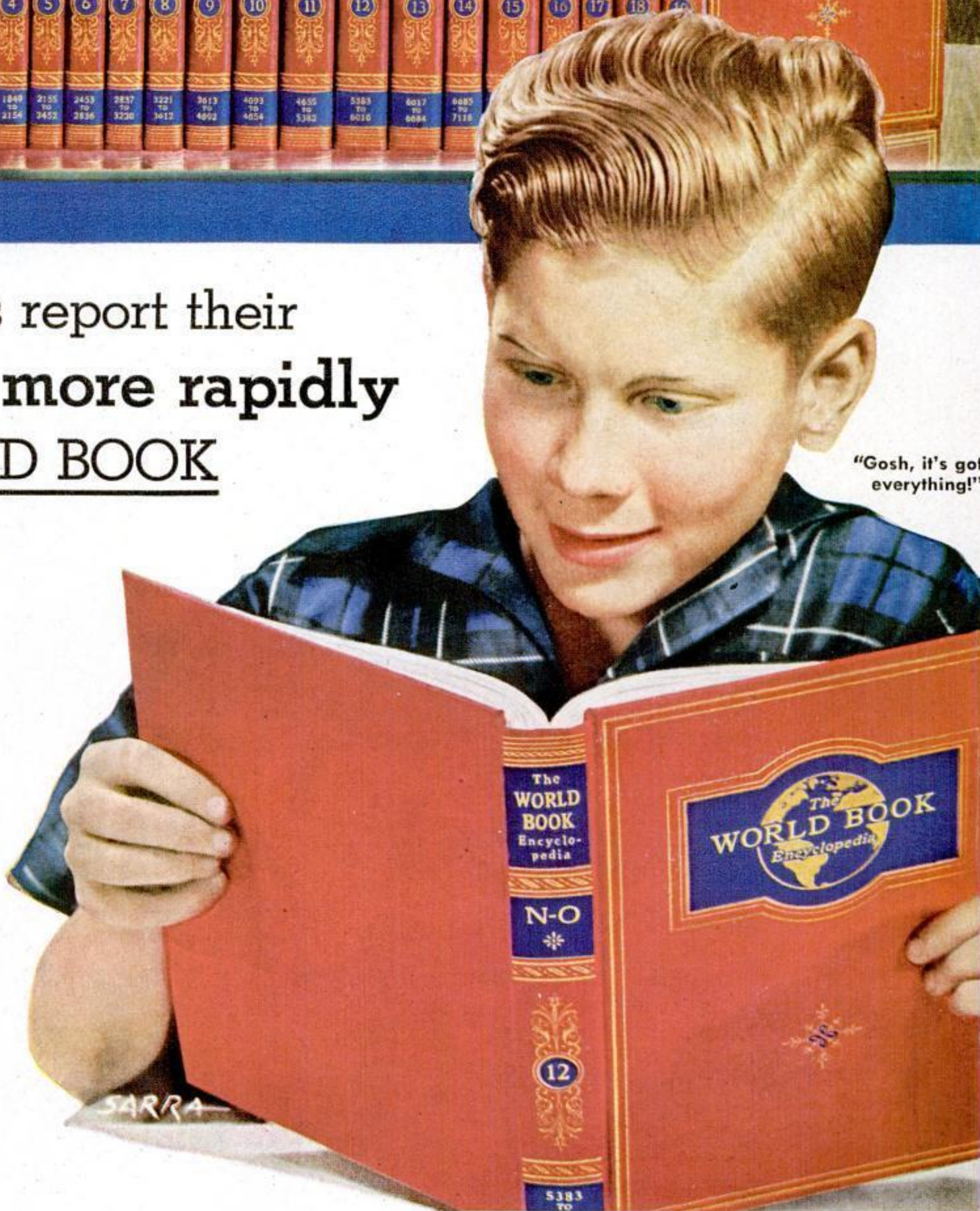
**IN A RECENT SURVEY**, parents all over the nation were asked if their children had benefited from having the World Book. 88% said "Yes"—nearly 9 out of 10! They reported their children had earned better grades in school, were encouraged to hunt for facts, had built the habit of wanting to know. And the habit of knowing helps form the habit of success!

**THE NEW 1948 EDITION** contains more than 10,000 pages; more than 18,000 illustrations, 1500 in full color! Completely new and up to date.

**WRITE FOR THE FREE BOOKLET** containing actual pages and pictures from the new World Book Encyclopedia. No obligation. Address Dept. LF-10, World Book Encyclopedia, 35 E. Wacker Drive, Chicago, Illinois.

**TIME PAYMENT PLAN.** The World Book Encyclopedia may be purchased on convenient monthly terms.

**World book is sold only by authorized representatives.** There may be an opportunity to represent World Book in your community. Dignified, profitable employment if you qualify. Free training. No investment required. Write George M. Hayes, World Book, 35 E. Wacker Drive, Chicago, Illinois.





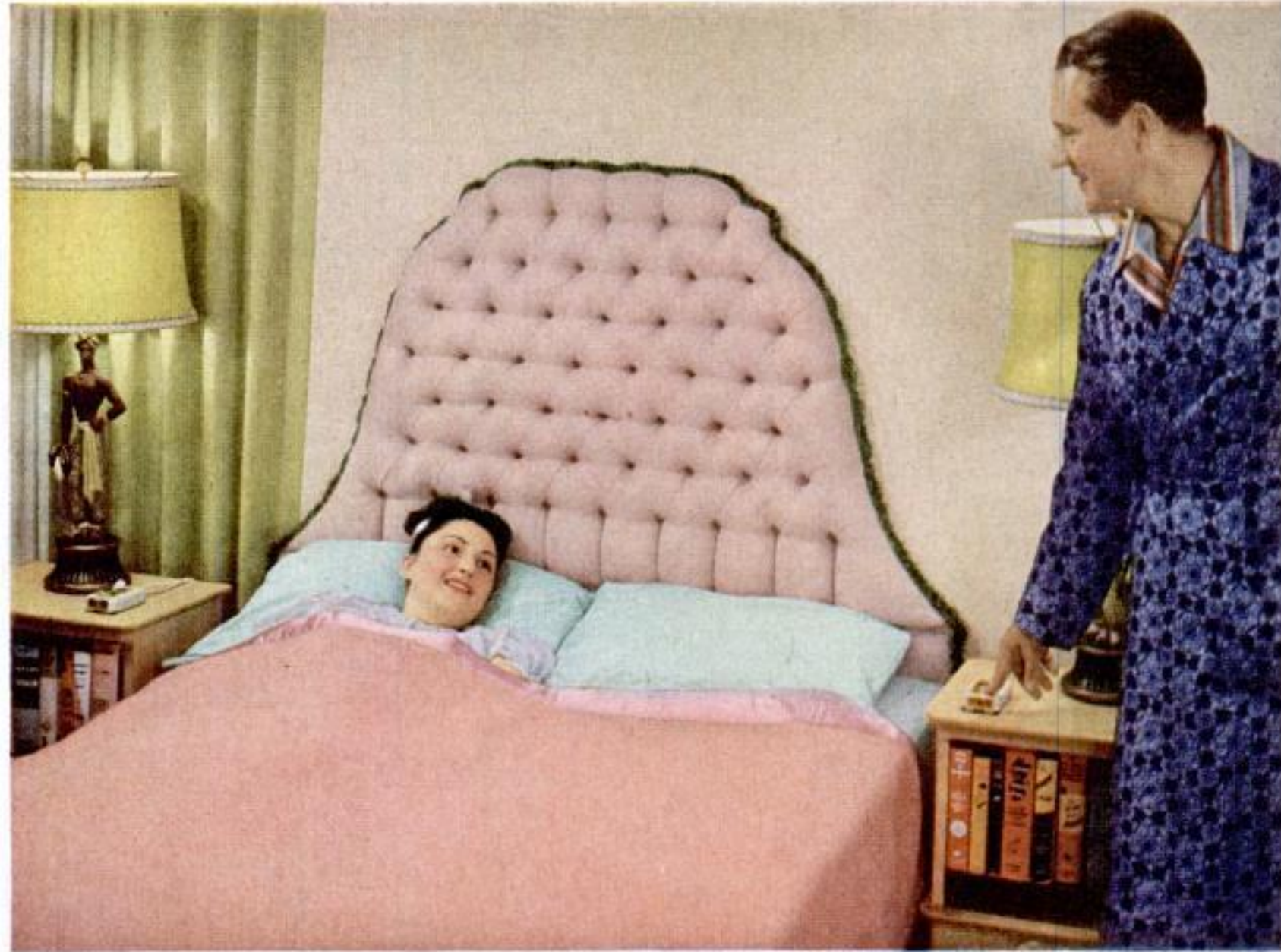
# "Never Slept Better!"

agree the Linkletters of Hollywood,

applauding General Electric's **AUTOMATIC SLEEPING COMFORT**



GENIAL M.C. of that popular air show, "The G-E House Party," Art Linkletter often presents Automatic Blankets as prizes. "No more chilly, wakeful nights!" he promises. "This *one* light blanket keeps you snug from bedtime to breakfast!"



1. Says Art Linkletter to Mrs. Linkletter: "I'm sure General Electric's Two-control Blanket has added years to our marriage! Now there's no need to argue over covers." This blanket has *two* controls—one for each half—that function independently. Mr. Linkletter selects his favorite sleeping temperature. Mrs. Linkletter selects hers.



2. This small, compact Bedside Control does the trick! Simply set it for the degree of coziness you like. *Automatically*, it prewarms your bed—keeps *YOU* at the just-right warmth you select. No wonder *more than half a million* users are praising Automatic Sleeping Comfort!



3. "Cozy dreams," say the Linkletters. (Note G.E.'s special Twin-bed Blanket.) ONE G-E Blanket (less than 5 pounds) takes the place of THREE ordinary blankets (about 15 pounds). Saves storage space, laundry bills. Certified washable by American Institute of Laundering.



4. Luxurious pastel shades! Rose, cedar, green, blue. One- and Two-control models. Sizes for twin, or full-size beds. (Operating cost, less than 2¢ a night, at national average rates.) At G-E retailers', electric service companies, furniture and department stores. General Electric Company, Bridgeport 2, Conn.



"For more G-E facts—and fun, too—" invites Art Linkletter, "join us at 'The G-E House Party', Monday through Friday, 3:30 p. m., E.S.T., over CBS."

Made to rigid General Electric safety standards—  
and approved by Underwriters' Laboratories, Inc.

**GENERAL  ELECTRIC**



## LIFE'S REPORTS



WITH CROWN AND SCEPTRE, "Ozzie" Osborne has his moment as world's champion flagpole sitter. Later he lost his crown to "Shipwreck" Van Nolan.

## OZZIE & SHIPWRECK

On California's golden coast two men with time to burn try to revive the flagpole-sitting fad

In 52 days some men can compose a symphony. Others can make a movie; still others write a book. But in the most important 52 days, 13 hours and 58 minutes of his life, George Hamilton Osborne, an ex-tightrope walker, ex-circus clown and department-store Santa Claus, managed only to sit atop a pole and accomplish exactly nothing—unless, like him, you consider earning the flagpole-sitting championship of the whole world an important achievement.

George, "Ozzie" to his friends, spent those 52 days, from July 18 to Sept. 8, crouched on a narrow little platform atop a specially constructed pole between the two giant arms of the Skyride, the tallest structure in the Virginia Amusement Park at Long Beach, Calif. When he came down he had broken by three days the 49-day record of Alvin ("Shipwreck") Kelly, established in 1930. But Ozzie sat in greater style than Kelly did. When he was hauled, grinning, to his ridiculous perch, he had with him a radio, a microphone attached to a loudspeaker below, three pillows, a pen and some stationery and two sea bags full of canned goods, mostly fruits. On the radio he listened to the ball games.

A 34-year-old bachelor, Ozzie knew exactly what he would need because this was his 18th time aloft. This time he didn't sleep for the first five days after his ascent. He wanted to set a record for sleeplessness. There was also the fact that at night his pole bent and whipped in the winds which roared in from the ocean. Ozzie never strapped himself in because if the pole snapped he wanted to be clear to jump for the steel arm of the Skyride 10 feet away.

After the first five days he did permit himself to sleep, but only in snatches of 10 minutes to a half hour and never more than two hours a day. The night, however, still brought problems. The worst was the

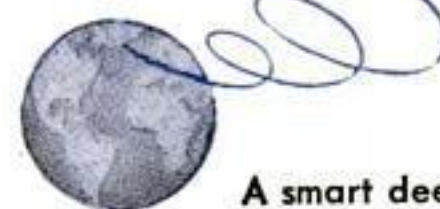
CONTINUED ON NEXT PAGE



# Yukon Blue

FROM

WEMBLEY'S WONDER-WORLD OF COLOR



A smart deep blue that adds a new style to your fall attire. Created in Wembley's imported Nor-East fabric—the original Non-Crush fabric. It ties easily and smartly—and springs back into shape for many, many pleasant wearings.



CRUSH IT!...



TWIST IT!...



KNOT IT!...



NOT A WRINKLE!



\$150

ALSO AVAILABLE IN WEMBLEY'S ALL-WOOL DOMESTIC FABRIC  
LOOK FOR THE WEMBLEY LABEL—AT BETTER STORES EVERYWHERE

\*REG. U. S. PAT. OFF.

COPYRIGHT 1961, WEMBLEY, INC., NEW ORLEANS





If your car feels like *this*... it's time for  
**MARFAK** Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

*Marfak* "sticks to the job," protecting costly bearings and wear points — not for just a hundred miles or so, but for 1,000 miles and more. Tough, longer-lasting *Marfak* is specially compounded to resist wash-out, squeeze-out, shock. You can *feel* this difference in the cushiony way your car rides and the easy way it handles. Ask for *Marfak* Lubrication today at your neighborhood Texaco Dealer, the best friend your car ever had.



**THE TEXAS COMPANY**  
TEXACO DEALERS IN ALL 48 STATES  
Texaco Products are also distributed in Canada

Tune in . . . TEXACO STAR THEATER every Wednesday night starring Milton Berle. See newspaper for time and station.

## LIFE'S REPORTS CONTINUED

fog. He had a spotlight turned on him the first couple of weeks—for warmth and fog-dispersal as well as publicity—but this was discontinued when a swarm of bats descended on him one night. "They say they're poisonous," Ozzie recalls with a shudder, "but they didn't try to bite me. Just kept banging into my blanket. I almost decided to quit."

Ozzie could have quit any time he wanted. His contract with Pat Murphy, the agent for the amusement park, called for him to sit only two weeks. He was paid \$125 a week by the insurance company that owns the area, but what with food, flowers for a pretty girl below, paying a helper on the ground, stamps, stationery and seven packs of cigarets a day, he ended his seven-week stint only \$156.94 to the good. The amount did not distress him. "I did it for the publicity," he admits.

Since he descended with the new record, Ozzie has been laid up in bed with a frequent disease of flagpole sitters—swollen legs. The legs become clogged with water because of their dangling position. But he ascribes an altruistic motive to his decision to descend. He heard reports that a rival in San Francisco was out to beat his record but would probably fail because of coming down to register for the draft. Ozzie figured to give this other flagpole sitter a whack at the record before the Army got him.

"I'll go back up if he beats me," he said. "But from what friends tell me this kid in San Francisco isn't going to make it. The swelling has gone clear up in his thighs."

Ozzie's rival had indeed had troubles. At 1 p.m. on July 28, 22-year-old Milton ("Shipwreck") Van Nolan had lugged a saddle up a long ladder set against a 50-foot pole in a San Francisco auto lot, lashed it firmly to the top and straddled his mount.

Shipwreck was not a professional like Ozzie. An ex-paratrooper, he was discontented with his life in a paint factory, and so he set out one day last summer in a home-made boat for Hawaii. The first night out Shipwreck fell sound asleep at the tiller and was washed ashore. Disgusted, he gave the boat away and disappeared, richer only by his new nickname. A couple of weeks later he saw an ad in the paper for a flagpole sitter. He investigated, and shortly thereafter found himself working for one "Horsetrader" Ed Shapiro, a dealer in new-used cars. To boost his business Horsetrader Ed was willing to pay Shipwreck \$50 a week plus a \$1,000 bonus if he

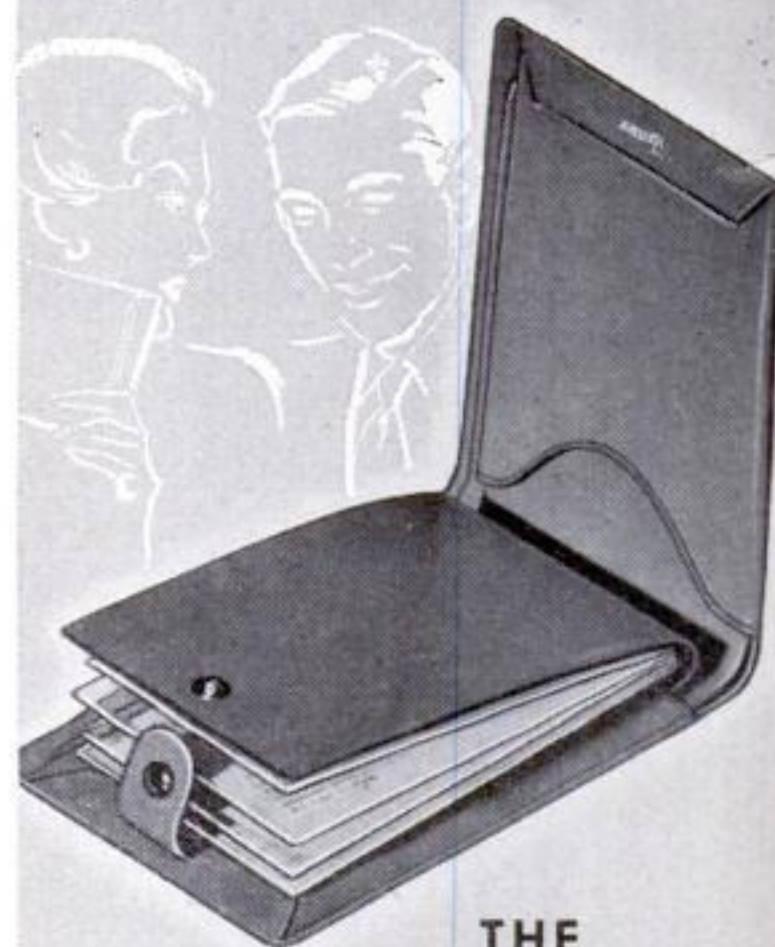
## THE HOLE IN THE HEAD

No biting off end  
—Draws easily



Man to man—smoke  
**ROI-TAN**

Everyone's talking about . . .



THE  
*Streamliner*  
BY RUMPP

And little wonder! Exclusive lock-seal construction, with no stitches at points of wear, makes it the most wanted wallet of the year. Ultra slim, capacious, secret pocket. Choice of styles, \$6.50\*. \*Plus Tax.



C. F. Rumpp & Sons, Phila. 6, Pa.

CONTINUED ON PAGE 31






## *DO THIS* — to find super-comfort in cars, furniture and mattresses

This test will show why **Airfoam** makes all other forms of cushioning seem out of date. Just push down upon a car seat, sofa or mattress cushioned with **Airfoam** and feel how it molds itself to your hand — how it responds to pressure with a buoyant uplift that gives firm, restful support and insures complete relaxation.

**Airfoam** keeps this magical resiliency for life. It won't crush down or set — always comes back to shape instantly. **Airfoam** furniture cushions never need fluffing up. **Airfoam** mattresses never need turning. In seating it outlasts the seat!

To be sure of getting this super-comfortable, super-durable latex cushioning made by Goodyear, make the "push test" when you buy, and look for the **Airfoam** label — your sure guide to modern comfort. Goodyear, Airfoam Dept., Akron 16, Ohio.



**SUPER-CUSHIONING BY**

**GOOD YEAR**

THE GREATEST NAME IN RUBBER

Airfoam—T.M. The Goodyear Tire & Rubber Company



You know it's good —



it's ARMOUR Margarine!



**Save Mayflower coupons  
for your choice of GIFTS!**

Even the wrapper around extra-fresh, extra-smooth, extra-flavorful Mayflower Margarine is worth something extra to you! The coupon printed on it is valuable—so collect enough of them to bring you your choice of wonderful gifts illustrated on the wrapper. Yes, it pays—pays extra!—to enjoy Mayflower Margarine regularly. Remember, it's Armour margarine so you know it's good!

Tune in HINT HUNT—CBS Monday through Friday afternoons

The best and nothing but the best is labeled **ARMOUR** ★





Leather and fabric coats and jackets, for sports, leisure and utility wear.



The Century, Shelter Suede coat for men. Colors, glowing tan or ecru. Rayon lining.



The Saratoga, jacket of 100% wool "Emberglo," for men and boys. Shrink-controlled by Lanaset Resin process. Rayon lining. Convertible turtle-neck collar. Four attractive color combinations.

**Casual smartness hits a new high!**

CAN'T YOU JUST PICTURE yourself in one of these Monarch masterpieces? And be sure to see all the other outstanding Monarch garments for Fall. In quality, comfort and up-to-the-minute styling, this Golden Anniversary line eclipses even Monarch's past efforts. Ask for Monarch, by name, at your favorite menswear store. Monarch Manufacturing Co., 333 East Chicago Street, Milwaukee 2, Wisconsin.

## LIFE'S REPORTS CONTINUED

should break the world's record. Like Ozzie, Shipwreck was hooked into a public-address system down below, but he also had a phone connected with the San Francisco exchange and an electric vibrator to keep his circulation going. His first three days, however, were disillusioning.

"It was a heck of a change in environment," he says. "I couldn't keep my food down, for one thing. And then I didn't know what I was in for. I came up here with only one pair of pants and a shirt." He is now warmly bundled in woolen underwear, an Air Force arctic suit and a sheepskin under his cowboy chaps, and a blanket. His food stays down too—he eats two steaks at a meal and recently tucked away two chickens at a sitting with no trouble at all.

Shipwreck had a few other unsettling experiences in his early days and nights. He is an easy target for drunks. Recently three of them amused themselves by hurling empty beer bottles up at him while he shouted for help over the PA system. Another time he awoke from a doze with a hand tapping his shoulder and a whisky-bleared voice in his ear: "Care to have a drink, son?" This unexpected visitor, who had shinnied up 50 feet of pole, nearly scared him to death.

His telephone is as much a headache as a help. People like to call him in the middle of a foggy, windy night just to tell him how warm and snug they are in bed at home. Once a girl called him at 2 a.m. and offered to climb the pole and seduce him. "I think she was drunk, or maybe a publicity hound," he said. "I told her no thanks, but to drop around and let me take a look at her just for laughs."

Shipwreck had been up on his pole for 41 days and was approaching the world's record when the draft-board trouble occurred. An anonymous woman phoned the board and said that since Shipwreck had just turned 22 he was as eligible for the Army as her own son and what about it. The board hastily called Horsetrader Ed and explained their predicament. Horsetrader, no slouch when it came to publicity, had an idea.

He had connections with the judiciary and the fire department, and he used them. The next day a hook-and-ladder truck pulled into the Kar Korral above which Shipwreck swung in worried solitude. The ladder was cranked up to Shipwreck's level and Fire Chief Carl Kruger went scurrying topside. He was followed closely by Judge Tom

CONTINUED ON NEXT PAGE

**You make it...**

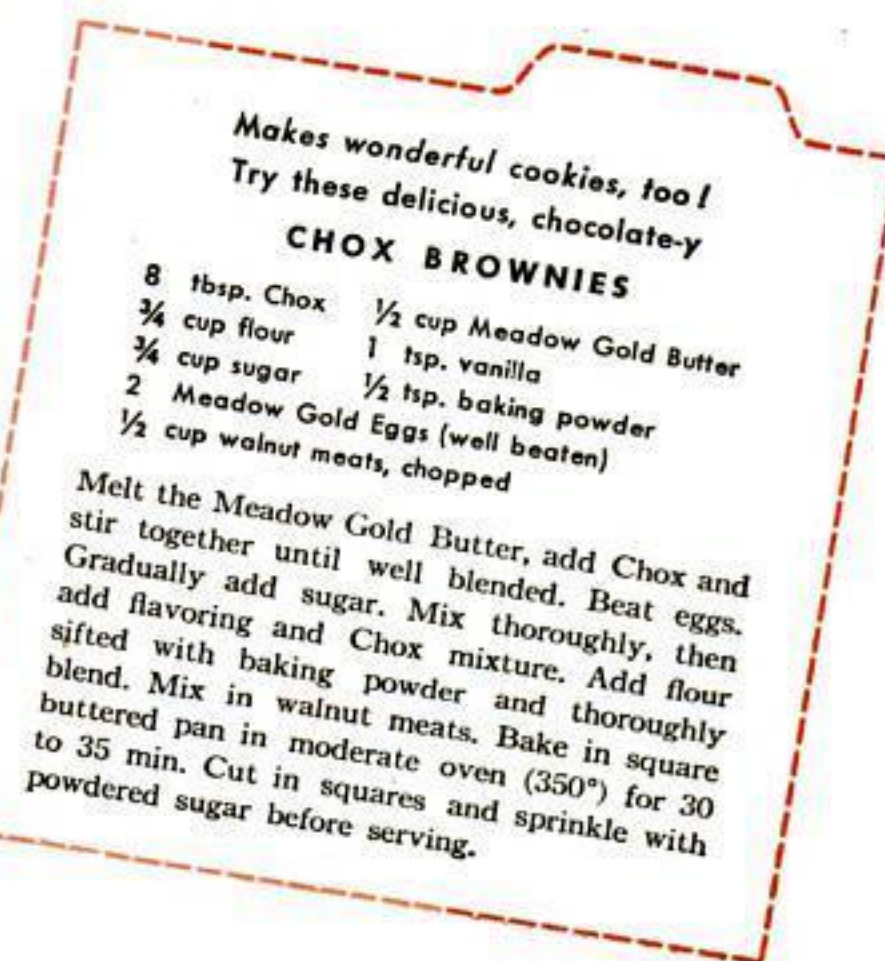


**in a minute...**

**the milk's already in it!**



... and **Chox** makes the best cup of hot chocolate you ever tasted.



Beatrice Foods Co.

Your grocer has **Chox** Start enjoying it today!



*-you'll never know  
how pretty you can be  
...until you try Magic Touch!*



*Given by Ceil Chapman*

This newly developed tinted Cream Make-Up can make you prettier—  
thrillingly lovelier looking—the first time you wear it.  
A new discovery helps it blend better with your skin to give it  
fresh, clear new beauty. You'll thrill to the soft, flawless effect  
it creates. Hides little blemishes—lasts until you remove it.  
Applied with finger tips. No puff or sponge needed.  
Try it! See how much prettier you can be.

6 shades—only 39c and \$1.00, everywhere

*Magic Touch*

... Campana's new Cream Make-Up

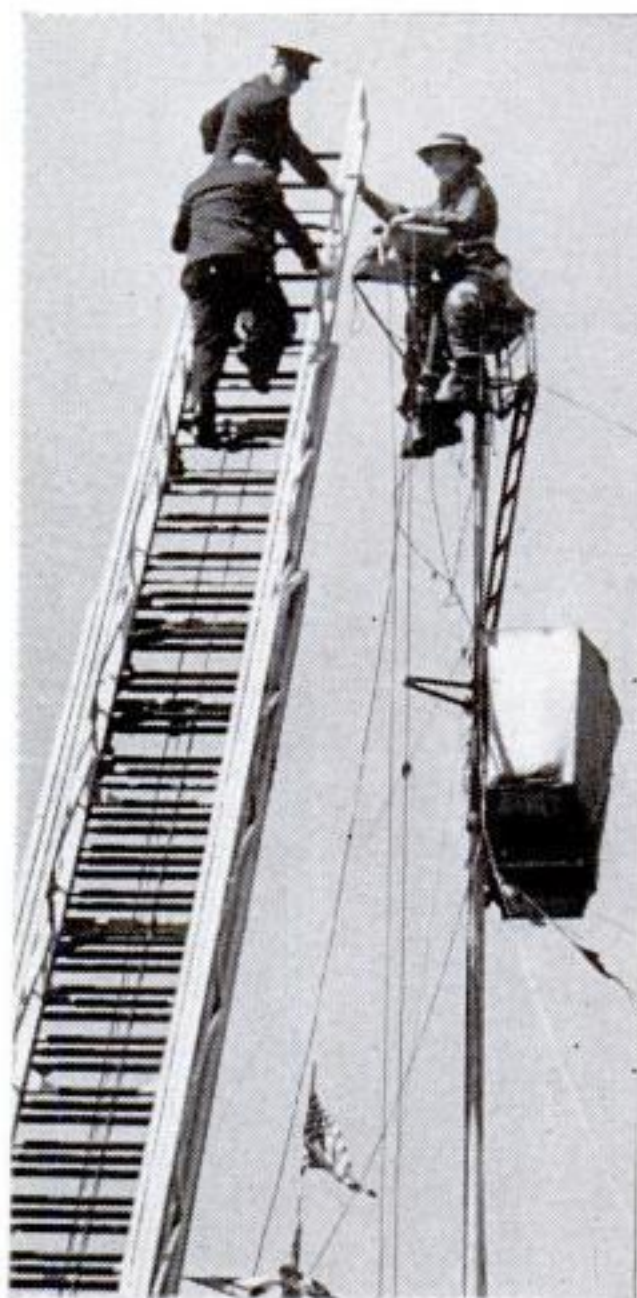


## LIFE'S REPORTS CONTINUED

Foley. High in the air, the judge checked Shipwreck's draft papers, asked him to raise his right hand and duly swore him in. The only trouble with the ceremony was that the newsreels were too late to catch it. Judge Foley, a man of solid principles, refused to do it over for their cameras. "This man," he said, "is prepared to serve his country some time in the future. He is serious about it. His present occupation makes these circumstances unusual. But it's still all official."

The prospect of having to serve his country sometime in the future does not worry Shipwreck too much, in view of his two years of service after the last great unpleasantness. What he is worried more about are his feet. "I got big blisters on the bottom of them," he said. "The moisture from my body keeps dripping through them. All the liquids in my body seem to go to my feet and my socks are always wet. I change them every day, though."

Last week Shipwreck was still aloft, and the end was not yet in sight. He passed Ozzie's Los Angeles record at 2:58:01 a.m. on Sept. 19. Drunks still heaved bottles at him occasionally and his feet dripped worse than ever. But he was determined to pass the two-month mark. "Any guy who'd hop up to break 53 days would think twice when he looked at two big, fat months on the calendar," he said. And he added, bitterly, "My advice to anyone going into this business can be summed up in one sentence: build your pole higher than this one and you won't have to worry about dodging bottles so much."



**FIFTY FEET UP**, Shipwreck Van Nolan signs papers for draft board. Canvas privy hangs below his perch.



AT BETTER  
STORES  
EVERYWHERE

*Someone is  
looking at your  
legs.*

**ALBA**  
*Nylons*

MADE OF DUPONT NYLON

PILOT FULL FASHION MILLS, INC., EMPIRE STATE BUILDING, N. Y.

here's the *Hidden Secret*  
of soft, natural-looking waves



**GABRIELEEN**

*with Adepsol*

**COLD WAVE PERMANENT**  
(Also Machine and Machineless Waves)

Gabrieleen with Adepsol can assure your permanent being deep, springy yet soft... and shining with highlights. For Gabrieleen is the professional cold wave... behind the millions of beautiful long-lasting Gabrieleen waves are the skilled hands of your operator. Discover this lovelier permanent for every hair-type; at your beauty salon insist on genuine Gabrieleen for your next permanent.

**GIBBS & COMPANY**  
Distributors • CHICAGO, ILL.

World's Largest Manufacturers and Distributors of Beauty Shop Supplies and Equipment





Eugene Bielaski works the night shift on the Studebaker truck line. His father, Stanley Bielaski, is a welding specialist on convertibles, has 27 years of Studebaker seniority.

## This Studebaker Old-timer's Poker Face Hides a Father's Pride and a Craftsman's Respect

**T**HAT intent-looking young man in this picture is getting quite a kick out of having his father for an audience.

As you may have guessed, the dad is a master at this exacting kind of hand welding. He had a reputation at Studebaker long before the boy was born.

Nobody ever has to look far on a Studebaker production line to find some father

eagerly watching how his son is doing. This custom got started way back in 96-year-old Studebaker's early days.

Many automotive authorities would tell you that father-and-son teamwork is the backbone of Studebaker's far-famed quality.

A look at Studebaker's employment roster certainly bears out that opinion. Yes, year after year, members of old-time

Studebaker families handle the jobs where competent craftsmanship and trustworthy judgment count.

You cash in on this painstaking care every day you own and every mile you drive a far-advanced new Studebaker car or truck.

You get a "plus" of transportation value with the compliments of Studebaker's craftsmen—top quality you pay nothing extra for.



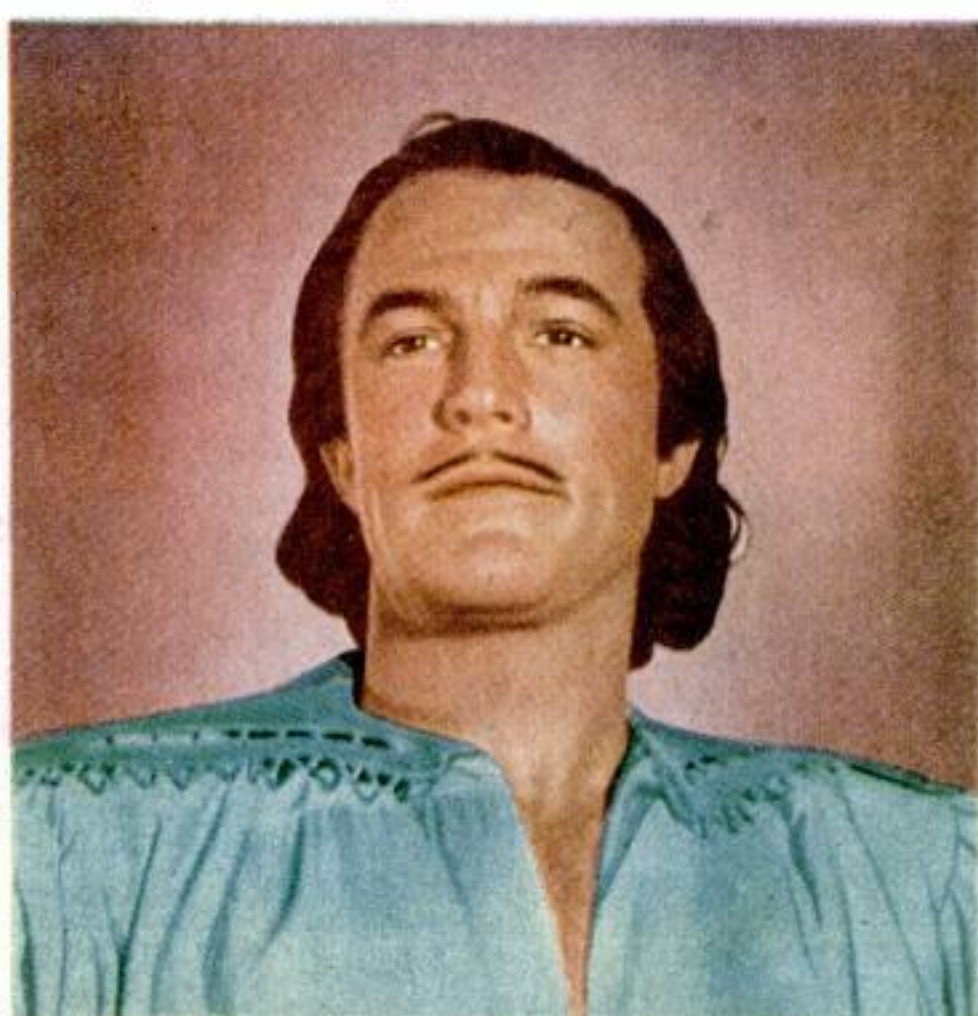
With these Great Stars...and the Splendor of **T**echnicolor...  
**M-G-M** presents Dumas' Exciting Story of Love and Adventure!

For the first time in motion picture history... the complete romance... the full novel just as Alexandre Dumas wrote it!



**Lana Turner**

as Lady de Winter... lovely as a jewel, deadly as a dagger, the wickedest woman in all Christendom!



**Gene Kelly**

as D'Artagnan... young and handsome soldier of fortune... a dashing, audacious lover!



**June Allyson**

as Constance... golden-haired beauty entangled in a web of treachery and intrigue!



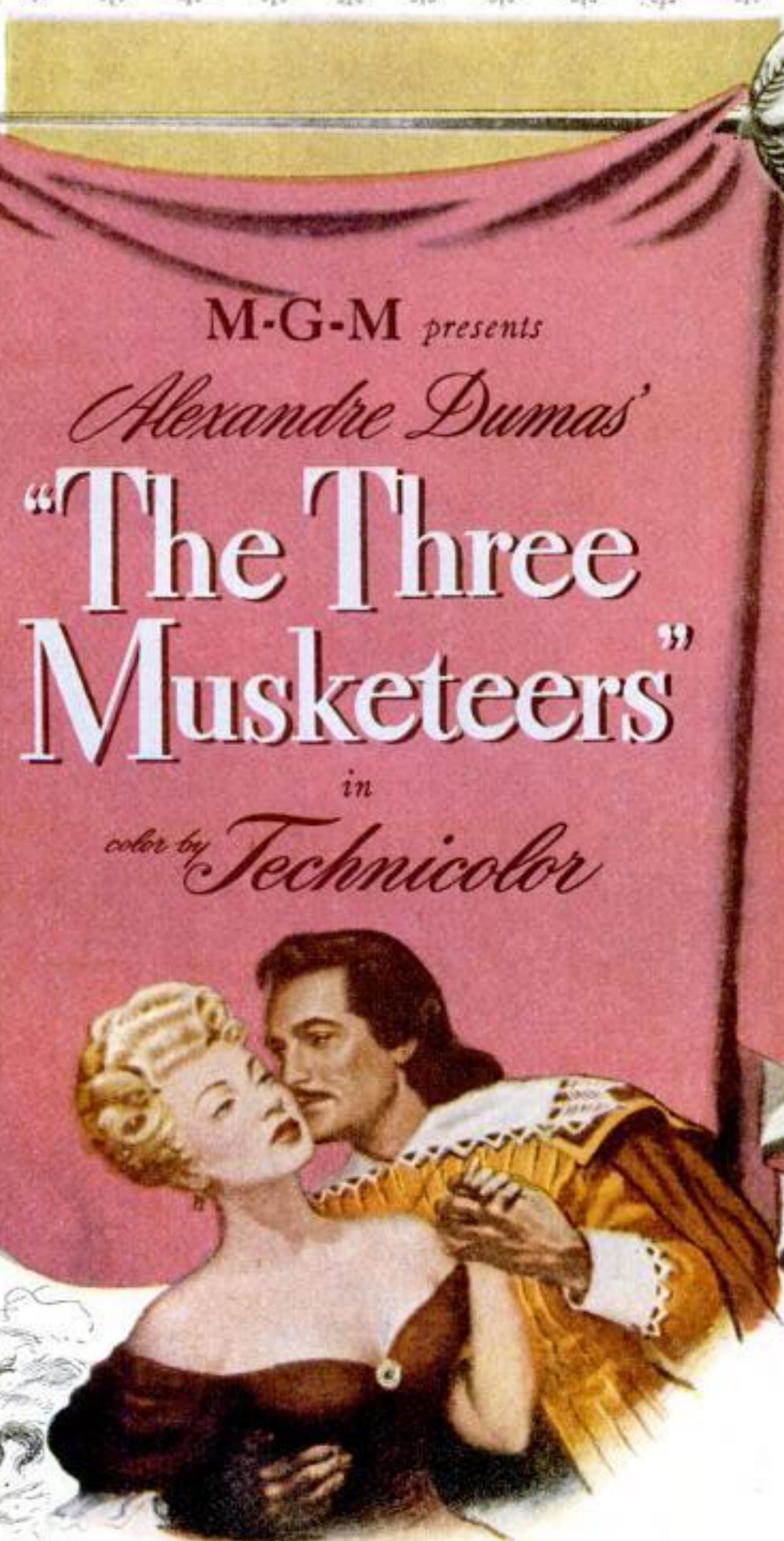
**Van Heflin**

as Athos... a rollicking adventurer, fighting to live and living to love!



**Angela Lansbury**

as Queen Anne... dazzling as her gilded palace... for her, men dared a thousand perils!

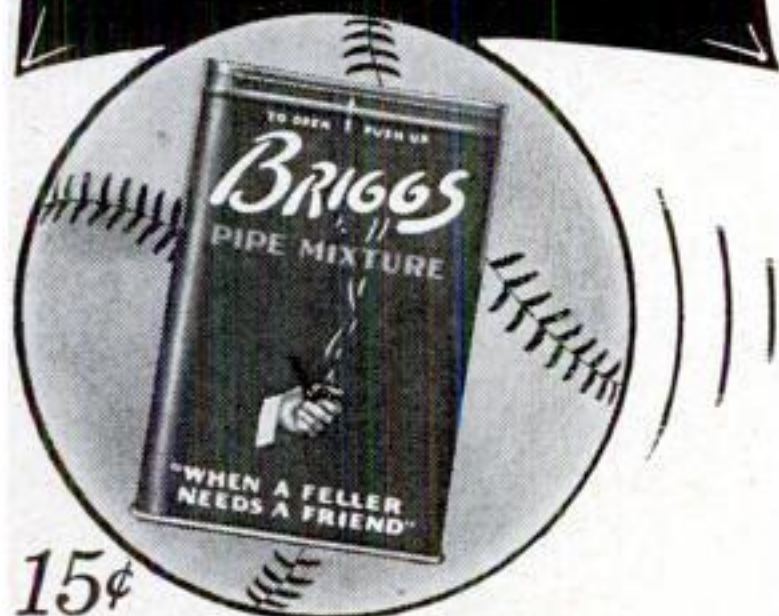


**Frank Morgan · Vincent Price · Keenan Wynn · John Sutton · Gig Young**

Screen Play by Robert Ardrey • Directed by GEORGE SIDNEY • Produced by PANDRO S. BERMAN • A Metro-Goldwyn-Mayer Picture



# Double Header IN SMOKING PLEASURE



15¢  
Aged for years in  
oaken casks...  
blissfully mellow...  
soft and gentle.

PRODUCTS OF  
P. LORILLARD COMPANY



25¢  
From an old "recipe,"  
rare, nut-sweet flavor  
full-bodied aroma.

ALSO AVAILABLE IN CANADA



Wake up gently...  
to the music  
of this new  
JEWEL RADIO  
start your day  
with TELECHRON  
wake up to music with JEWEL

The idea's WAKING up the nation! A dependable-to-the-second clock with movement by Telechron Inc., a full-toned Jewel radio in one beautifully-designed unit! You set the time and pre-select your station... the radio automatically and GENTLY awakens you with your favorite radio program. Restful sleep is unshattered by loud, shocking alarms... this is the recommended way to start the day right—relaxed in mind and in body! Smartly-designed ivory plastic cabinet harmonizes perfectly with modern or traditional settings.

\$29.95  
IN WALNUT

MAKERS OF WORLD FAMOUS JEWEL RADIOS

**Jewel Radio**  
NEW YORK, N. Y. CORPORATION

# LIFE

EDITOR-IN-CHIEF... Henry R. Luce  
PRESIDENT... Roy E. Larsen  
EDITORIAL DIRECTOR... John Shaw Billings

## BOARD OF EDITORS

Daniel Longwell... CHAIRMAN  
Joseph J. Thorndike, Jr. MANAGING EDITOR  
Wilson Hicks... EXECUTIVE EDITOR  
Edward K. Thompson ASSISTANT MANAGING EDITOR  
Charles Tudor... ART DIRECTOR

Joseph Kastner, Robert Coughlan,  
Philip H. Wootton, Jr., Oliver Jensen,  
Sidney L. James, Fillmore Calhoun,  
Maitland Edey

## SENIOR WRITERS

Noel F. Busch, John Chamberlain,  
Charles J. V. Murphy, Winthrop Sargeant.

## ASSISTANT EDITORS

Herbert Brean, Gene Cook, Jay Gold, Ernest Havemann, John Jenkinson, Richard W. Johnston, Sally Kirkland, Percy Knauth, Kenneth MacLeish, John Peter, Tom Priddy, Lilian Rixey, Maria Sermolino, John Thorne, Margit Varga, Robert Wallace, Robert Wernick, A. B. C. Whipple.

## REPORTERS

Earl Brown, Robert Campbell, John Dille, Gene Farmer, John Haverstick, Jeanne Perkins, Coles Phinizy, Irene Saint, Claude Stanush, Bishop White.

## RESEARCH STAFF

Marian A. MacPhail... CHIEF  
ASSISTANTS: Jo Sheehan, Joan Werblin, Valerie Vondermuhl, Helen Deuell.

RESEARCHERS: Jane Armor, Mary Augustine, Constance Babington-Smith, Mary Elizabeth Barber, Rowland Barber, Margaret Bassett, Patricia Beck, Tom Carmichael, Kay Doering, Hilda Edson, Phyllis Feldkamp, Jean Ferriss, Honor Fitzpatrick, Constance Foulk, Nancy Genet, Shirley Herzog, Jacquelyn Hinds, Marjorie Iseman, Edward Kern, Mariam Kreiselman, Mary Leatherbee, Jeanne LeMonnier, Joan Lewine, Geraldine Lux, Hildegard Maynard, Joann McQuiston, Dana Munro, Joan Patterson, Doris Pullen, Norman Ross, Dorothy Seiberling, Jane Shaner, Kathleen Shortall, Jeanne Stahl, Lucille Stark, Margaret Swope, Rachel Tuckerman, Jane Wilson, Monica Wyatt, David Zeitlin.

## PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert Girvin, Ray Mackland, Dorothy Hoover, O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Birns, Cornell Capa, Edward Clark, Ralph Crane, Loomis Dean, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farberman, Andreas Feininger, Albert Fenn, John Florea, Herbert Gehr, Fritz Goro, Allan Grant, Bernard Hoffman, Martha Holmes, Yale Joel, Mark Kauffman, Dmitri Kessel, Wallace Kirkland, Nina Leen, Anthony Linck, Thomas McAvoy, Francis Miller, Ralph Morse, John Phillips, Michael Rougier, Walter Sanders, Frank Scherschel, George Silk, George Skadding, W. Eugene Smith, Peter Stackpole, Charles Steinheimer, William J. Sumits.

PICTURE RESEARCHERS: Muriel Ballard, Jane Bartels, Mary Carr, Margaret Goldsmith, Natalie Kosek, Ruth Lester, Maude Milar, Helen Rounds, Margaret Sargent, Muriel Trebay.

## LAYOUT

Michael Phillips, Bernard Quint, William Gallagher, Hilde Adelsberger, Matt Greene, Earl Kersh, Anthony Sodaro, Frank Stockman, Dorothy Witkin, Alfred Zingaro.

## NEWS SERVICES

DOMESTIC: David Hulburd (Chief), Helen Robinson, Dorothy Sterling, Jean Snow, Bureau Heads—Washington: James Shepley; Chicago: Hugh Moffett; Los Angeles: Jack Beardwood. Correspondents — Washington: Lawrence Laybourne, Don Morris, Patricia Smith; Chicago: Frank Campion, John Bryson, Helen Douglas, Arnold Sagalyn; Los Angeles: Elmer Lower, Oliver Allen, Robert Drew; Atlanta: William S. Howland; Boston: Jeff Wylie, Richard Wilkes; Dallas: Holland McCombs, Milton Orshesky; Denver: Barron Beshoar; Detroit: Fred Collins; San Francisco: Martin O'Neill, Arthur Shay, Margot Shore.

FOREIGN: Manfred Gottfried (Chief of Correspondents), Eleanor Welch. Bureaus—London: Eric Gibbs, George Caturani, Frances Levison, Alice Crocker, Monica Horne; Paris: Andre Laguerre, John Boyle, Barbara O'Connor, Mathilde Camacho; Berlin: Emmet Hughes, Will Lang, David Richardson; Rome: George E. Jones, Lee Eitingon; Istanbul: Robert Low; Near East: Donald Burke, John Luter; New Delhi: Robert Lubar; Shanghai: Roy Rowan; Tokyo: Carl Mydans; Mexico City: John Stanton; Rio de Janeiro: William W. White

## PUBLISHER

Andrew Heiskell

ADVERTISING DIRECTOR  
Shepard Spink

# the LESTER Betsy Ross Spinet

a beautiful piano with a magnificent tone

Hearing is believing when it comes to piano tone.

You will be thrilled with the magnificent tone of the famous Lester Betsy Ross Spinet. This superb tone plus responsive touch and full volume makes it the ideal piano for children and adults.

From a decorative point of view, the Betsy Ross Spinet is equally outstanding. Compactly sized, it is available in light and dark woods... in modern and traditional styles to suit every taste.

See, hear and play the genuine Betsy Ross Spinet at your dealer... who will gladly arrange convenient terms.

Guaranteed for ten years; made ONLY by the Lester Piano Manufacturing Company Inc., builders of world renowned Lester Grand Pianos.

ONE name quality price

Sold by America's Foremost Piano Dealers



mail this coupon for illustrated booklet 3-E

LESTER PIANO MANUFACTURING CO., INC., LESTER 13, PA.

Send me your 24-page illustrated book showing piano arrangement in the home.  
(Enclose 10c for postage.)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Zone No. \_\_\_\_\_ State \_\_\_\_\_ 3-E

Foreign Sales Representatives: H. A. ASTLETT & CO., 27 William Street, New York 5, N. Y.



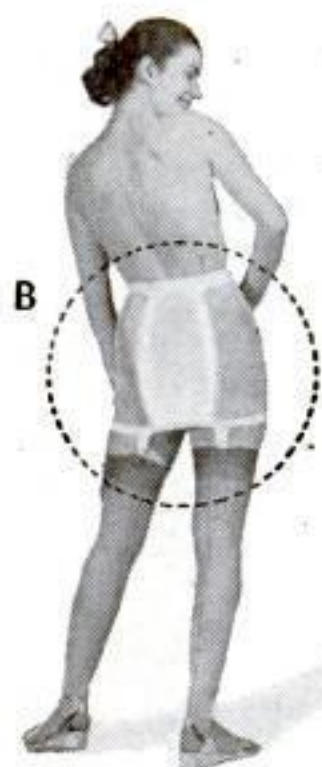
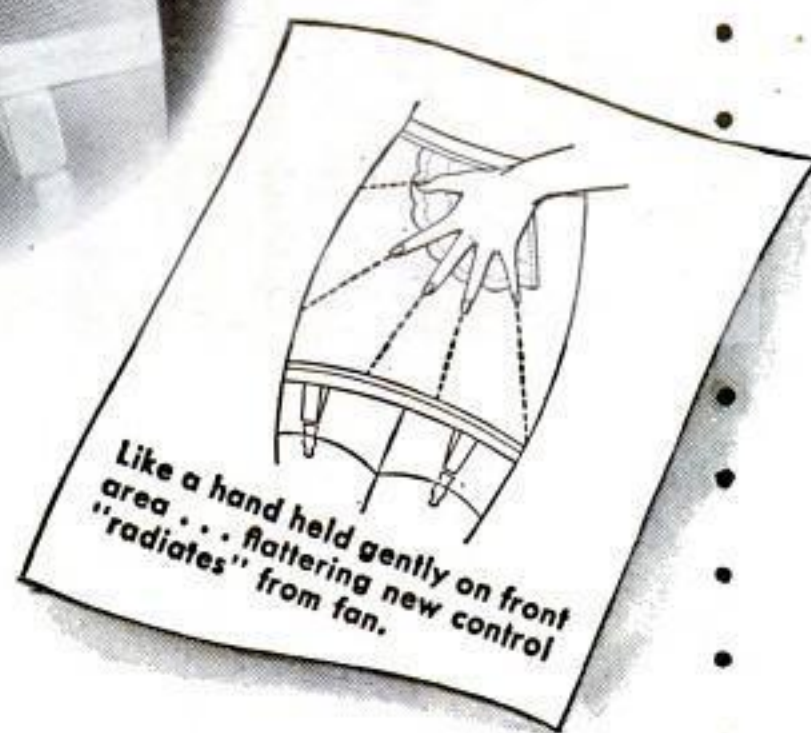
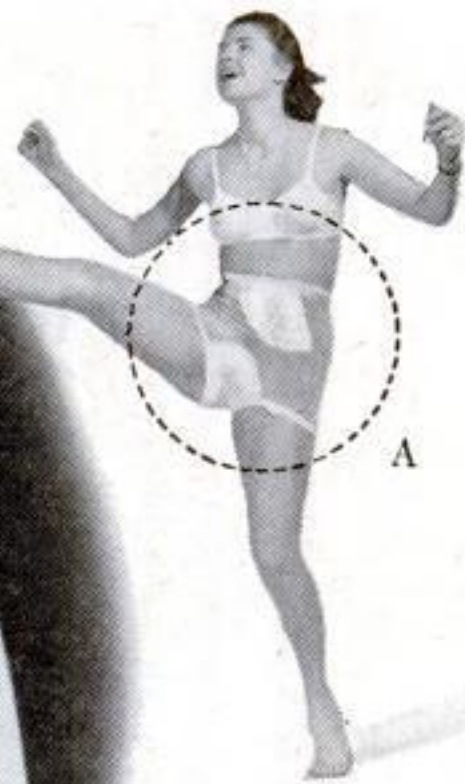
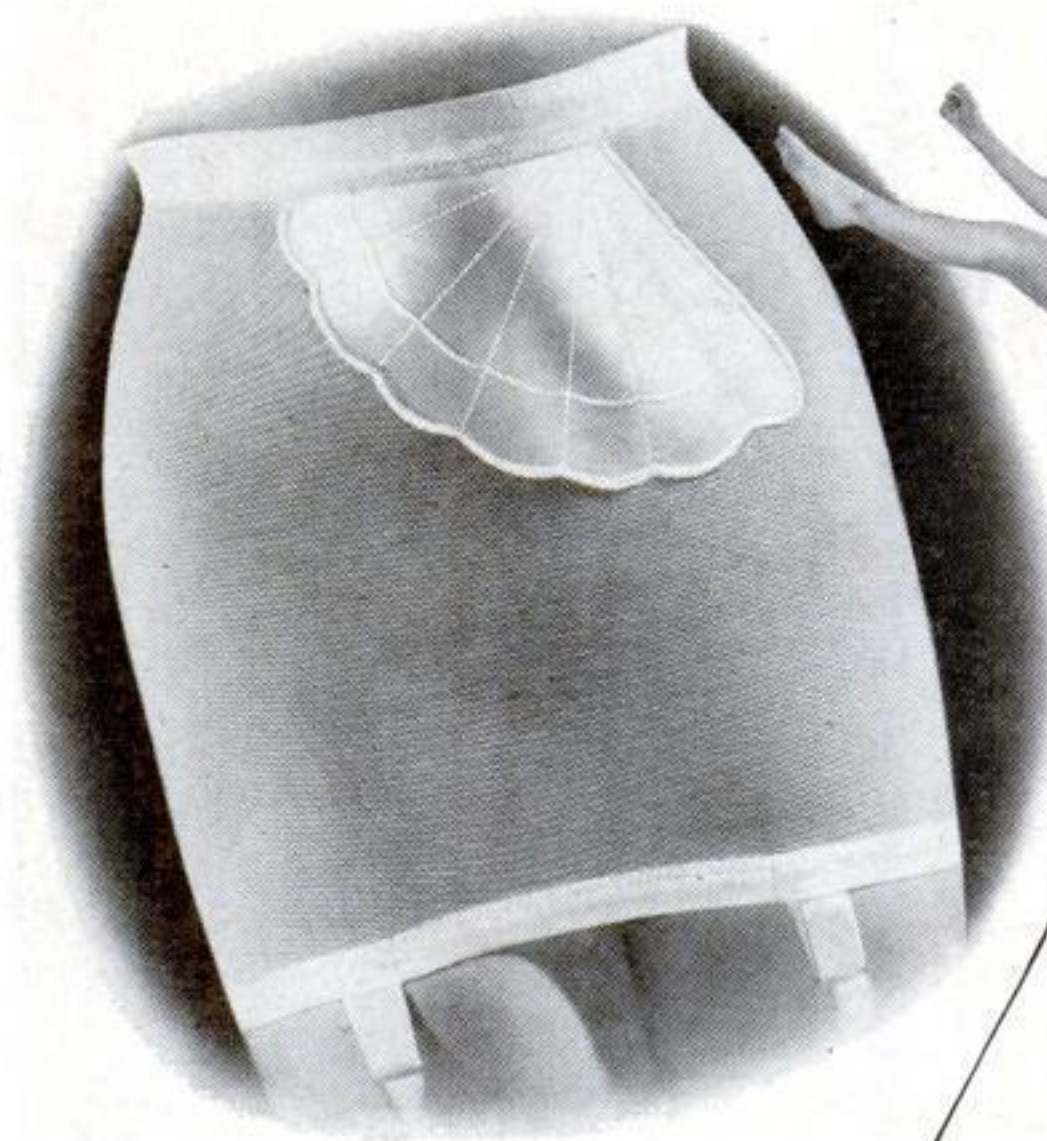
# NOW! Amazing slimming, trimming— never available before!

Gorgeous new Flexnit

## "FANFAIR"

GIRDLE • PANTIE-GIRDLE

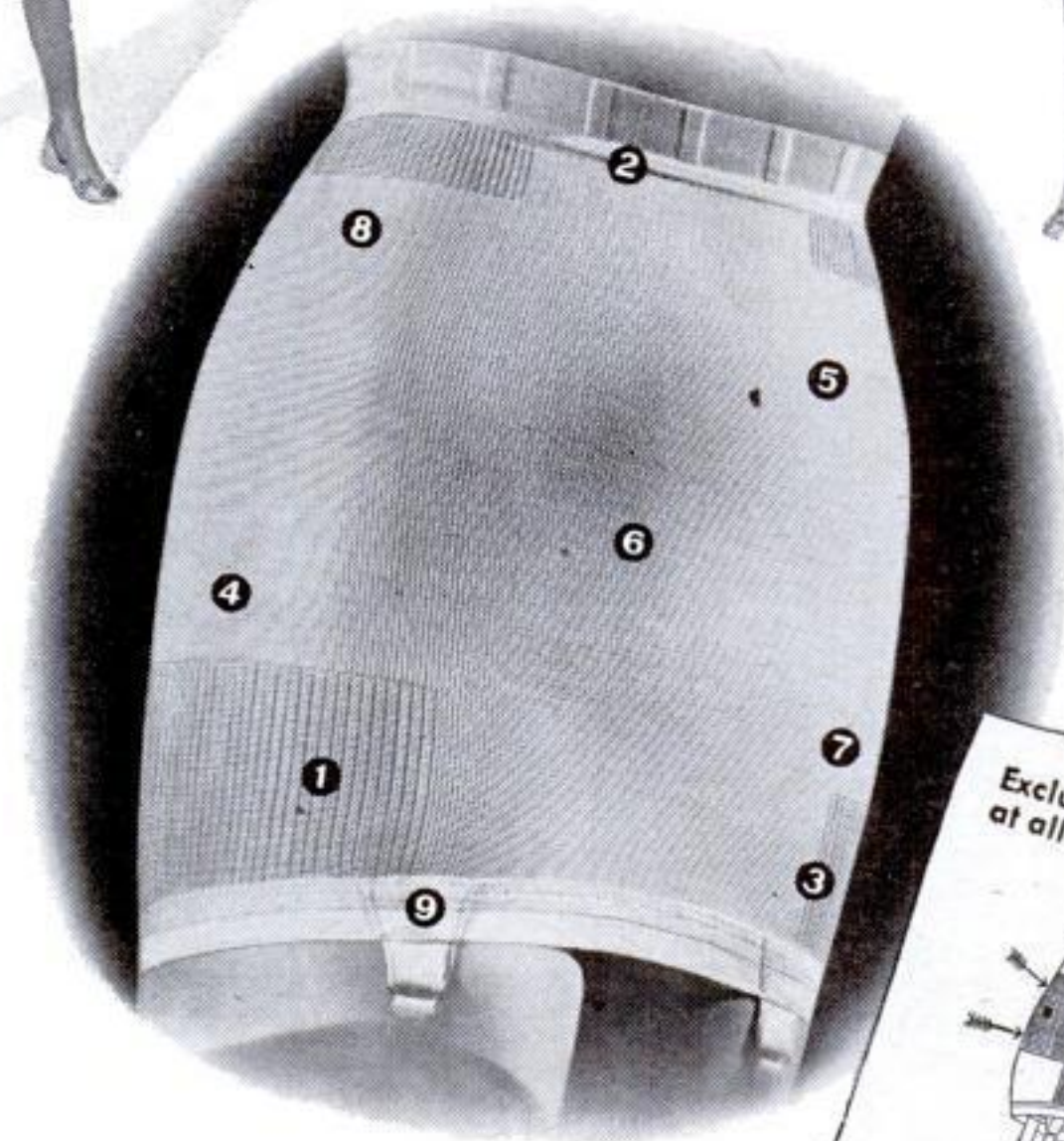
"Magic Fan" slims tummy wonderfully with remarkably effective "holding" action



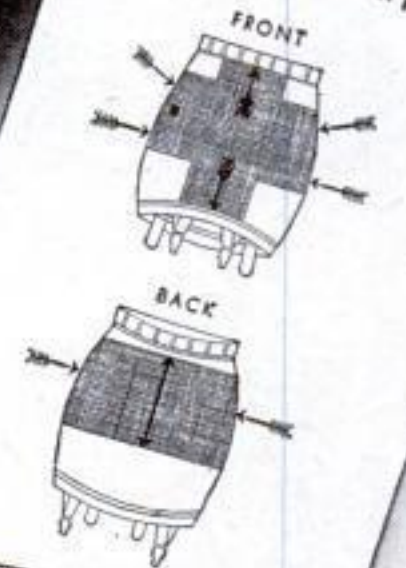
A sensation at fashion previews—editors demanded "FANFAIR" for themselves because of its astonishing flattering action and glove-like fit (never a wrinkle). Exclusive Flexnit net of nylon and lastex has wonderful slimming power—yet is light and comfortable. Ingenious 7-gore fan is lustrous satin. Back panel (B) of vertical-stretch satin trims rear gracefully, lessens walking fatigue. Special soft lip elastic keeps waistline from rolling, trims marvelously. Stocking-like seams lie flat, wear longer. Superior U-shaped crotch (A) follows body lines in action. See how much "FANFAIR" does for you!

Girdle • Pantie-Girdle  
Exquisite white—sizes 26-30

**\$5.95**



Exclusive knit-styling slims at all vital problem points.



The sensational Flexnit

## "Sumthin"

GIRDLE • PANTIE-GIRDLE

Thins amazingly! No bones! No heavy fabric!  
No inner belt! 9 ways wonderful!

Yes, 9 wonderful reasons why more than a quarter million women are wearing "Sumthin."

It does what bones and heavy fabric are expected to do—yet weighs practically nothing.

1. Clever Flexnit knit panels (pat. pending) slim problem points—hips, tummy, derriere.
2. "Wonder Waistline"—smooth hold-up, non-roll.
3. "Free Walking" feature—walking, bending become graceful, easy.
4. Sheer as silk jersey. Seamless.
5. More "zing" than pre-war elastics.
6. Marvelous up-down stretch—fits all heights.
7. New lightness—lets skin "breathe."
8. Special NYLON reinforcing—long wear.
9. Miracle 2-way stretch garters—no strain, wonderful for hose. Lovely blue, white, nude, maize.

Girdle • Pantie-Girdle.  
Small, medium, large—lengths 13" or 15". **\$5**



Youth is a figure, not an age

# FLEXNIT

GIRDLES

You've never seen anything to match these (and other) new FLEXNIT flatterers! See them do wonders for your figure.

At your local stores now—be sure to try on genuine FLEXNIT girdles and pantie-girdles.

FLEXNIT • 200 Madison Avenue • New York 16

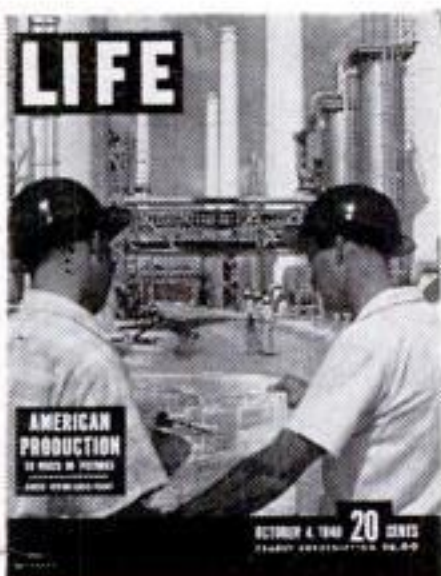


COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

## CONTENTS

<b>THE WEEK'S EVENTS</b>	
DEWEY AND TRUMAN TAKE TO THE ROAD	39
EDITORIALS: BOSTON BRAVES	
THE GOOD EARTH	44
TEXAS IS OUTRAGED BY A SOFT-DRINK STAND	45
U.N.—AND THE WORLD—WEIGHS CHANCES OF WAR	46
NEW GROUP OF PROMOTERS CHALLENGES GARDEN	48
STALIN, NO. 1 PALLBEARER, HELPS BURY ZHDANOV	55
GRANDDADS INITIATE PRESIDENT SPROUL OF CALIFORNIA	57
KENNETH ROBERTS HOLDS WATER-DOWSING DEMONSTRATION	119
<b>ARTICLES</b>	
BIG WIND MAN, by JOHN KOBLER	111
JOHN FOSTER DULLES AND HIS FOREIGN POLICY, by JAMES B. RESTON	130
<b>PHOTOGRAPHIC ESSAY</b>	
AMERICAN PRODUCTION	70
<b>MODERN LIVING</b>	
FAMILY-STYLE MODEL AGENCY	63
<b>FASHION</b>	
LAUREN BACALL DESIGNS OWN MATERNITY CLOTHES	99
<b>SPORTS</b>	
TENNIS GETS A TRANSFUSION	103
<b>EDUCATION</b>	
KAMIKAZE GOES TO COLLEGE	124
<b>THEATER</b>	
TIGER LILY DANCER	145
<b>MOVIES</b>	
"LOUISIANA STORY"	151
<b>ART</b>	
HAMMERED STATUES	157
<b>OTHER DEPARTMENTS</b>	
LETTERS TO THE EDITORS	11
SPEAKING OF PICTURES: OLD CAMPAIGN SONGS OUTDO CURRENT CROP	22
LIFE'S REPORTS: OZZIE & SHIPWRECK SIT ON FLAGPOLES	27
LIFE GOES TO AN ESTATE-SHIPPING WEEKEND	162
MISCELLANY: TURKEY MATING DANCE	166

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



## LIFE'S COVER

At the Du Pont chemical plant in Orange, Texas, Foremen John McLeod and Sam Mottice check their blueprints. In the maze of boilers, pipes and stacks beyond them, natural gas is transformed into white crystals of nylon salts. From this plant the salts are shipped to factories in the South and east, where they are cooked, polymerized and extruded as filaments to be knitted and woven into yarn for a thousand products from hosiery to handkerchiefs. For a panorama of record peacetime American production, see LIFE's 27 pages of photographs in color and black-and-white which begin on page 70.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

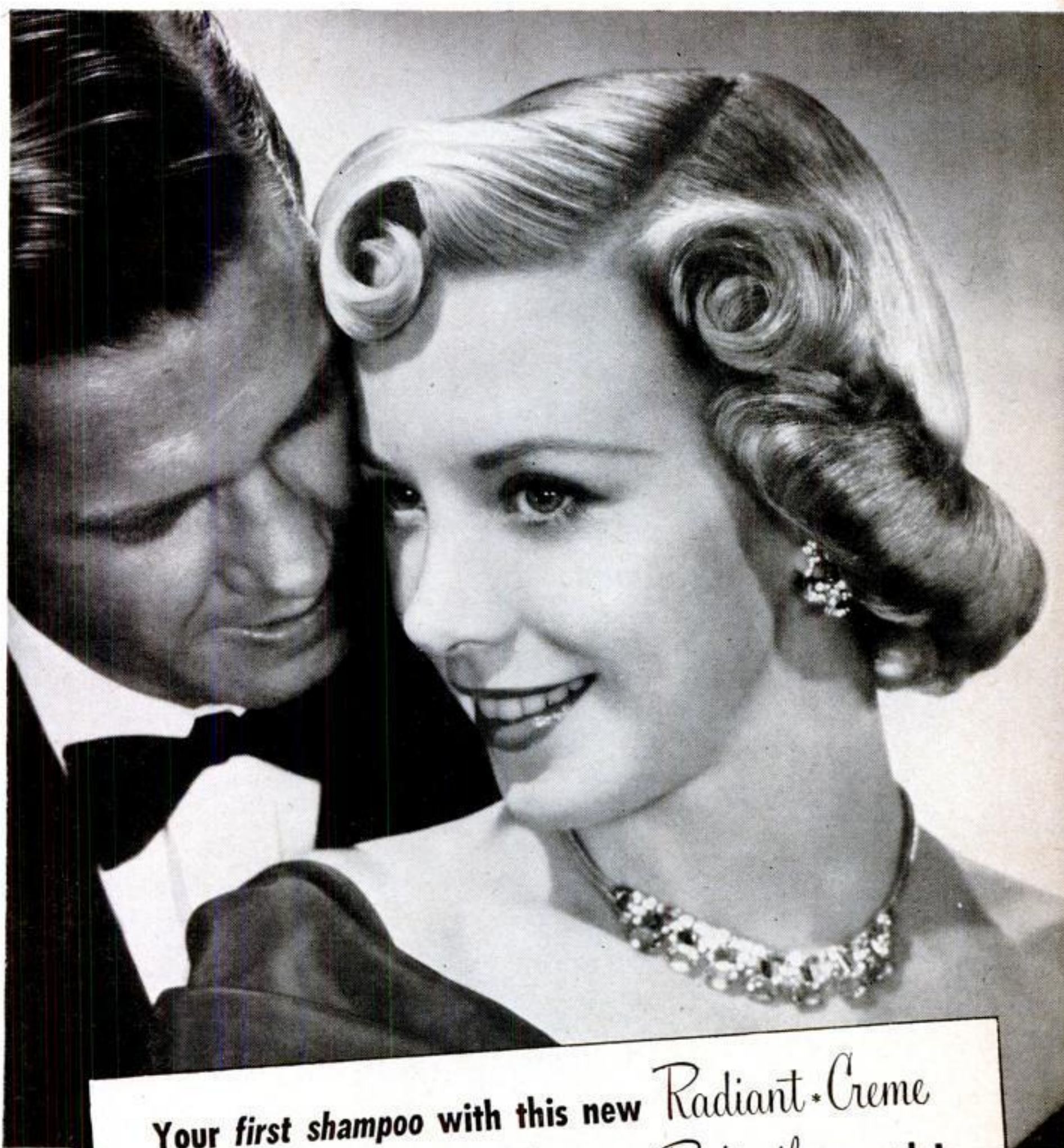
COVER—J. R. EYERMAN	ERS, WALLACE KIRKLAND, JOE SCHERSCHER,
18—© TRAVERSO	ANTHONY LINCK—BERNARD HOFFMAN
21—STUDIO SUN LTD. COURTESY NATIONAL GALLERY, EDINBURGH	WALLACE KIRKLAND, ALFRED EISENSTAEDT
22—FROM THE COLLECTIONS OF LESTER S. LEVY, HARRY DICHTER AND PROFESSOR KENNETH ROSE	FROM PIX, GORDON COSTER, FRANCIS MILLER
EXC. T. LT. FROM THE COLLECTIONS OF LESTER S. LEVY, HARRY DICHTER AND PROFESSOR KENNETH ROSE	79—ANTHONY LINCK, HAROLD TRUDEAU, MARTHA HOLMES, DORSEY AND PETERS—MYRON DAVIS—ERIC SCHAAL, WALLACE KIRKLAND, RAY KLINE FROM ASSOCIATED PHOTOGRAPHERS, HAROLD TRUDEAU
23, 24—FROM THE COLLECTIONS OF LESTER S. LEVY, HARRY DICHTER AND PROFESSOR KENNETH ROSE	80—ERIC SCHAAL—MAP BY ELMER SMITH AND FRANK STOCKMAN
27—ACME	81 THROUGH 89—ALFRED EISENSTAEDT FROM PIX
32—ARTHUR SHAY	90—JOHN O'HARA COSGRAVE II
39—EDWARD CLARK	91—ERIC SCHAAL—JOHN O'HARA COSGRAVE II
40, 41—LT. JAMES WHITMORE—ACME, CEN. JAMES WHITMORE—BOB LONG FROM DES MOINES REGISTER AND TRIBUNE, PETER STACKPOLE, RT. EDWARD CLARK	92 THROUGH 96—J. R. EYERMAN
42—JAMES WHITMORE EXC. T. RT. PETER STACKPOLE	99, 100—ANN MACNAMARA
43—EDWARD CLARK	103—MAX PETER HAAS
45—DORSEY AND PETERS	104—ALLAN GRANT
46, 47—YALE JOEL EXC. RT. CEN. INTERPRESS	106—MAX PETER HAAS
48, 49—JOURNAL-AMERICAN FROM INT., HY PESKIN—RALPH MORSE, HY PESKIN (3)	111—ACME—FRANCIS MILLER
50—PETER STACKPOLE—A.P., CHICAGO DAILY NEWS	112—A.P.
55—SOVFOTO—SOVFOTO, W.W., ACME—A.P., INT., ACME, INT.	119, 120—ROBERT W. KELLEY
57, 58—FRED LYON FROM RAPHO-GUILLET	122—ROBERT W. KELLEY, GRAPH COURTESY SANBORN CO.
63 THROUGH 69—NINA LEEN	124—GEORGE SILK
70, 71—MYRON DAVIS—DRAWINGS BY ANTHONY SODARO	125—GEORGE SILK EXC. BOT. LT.
72—GORDON COSTER	126, 127—GEORGE SILK
73—J. R. EYERMAN	128—BOT. U.S. ARMY SIGNAL CORPS
74—© ARNOLD NEWMAN	130—PHILIPPE HALSMAN
75—GEORGE KARGER FROM PIX	132—A.P.
76—ALBERT FENN	134—T. RT. INT.
77—HAROLD TRUDEAU, WALLACE KIRKLAND, RAY KLINE FROM ASSOCIATED PHOTOGRAPHERS—ALFRED EISENSTAEDT FROM PIX—JON BRENNIS FROM CAL-PICTURES, WALLACE KIRKLAND, ALFRED EISENSTAEDT FROM PIX, DORSEY AND PETERS	137—JAY TE WINBURN
78—RAY KLINE FROM ASSOCIATED PHOTOGRAPH-	138—ACME
	142—NINA LEEN FROM PIX
	145—NINA LEEN—EILEEN DARBY FROM GRAPHIC HOUSE
	146, 148—NINA LEEN
	151, 152—ROBERT FLAHERTY
	154—ROBERT FLAHERTY—ROBERT FLAHERTY © REVILLON FRERES, N.Y.
	157—ALBERT FENN
	158—ALBERT FENN—CORNELL CAPA
	161—ALBERT FENN
	162, 163, 164—MARTHA HOLMES
	166, 167, 168—ALLAN D. CRUICKSHANK—NATIONAL AUDUBON SOCIETY

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

In as little as  
3 Minutes!

**PRELL REMOVES DANDRUFF**

**... LEAVES HAIR RADIANT!**

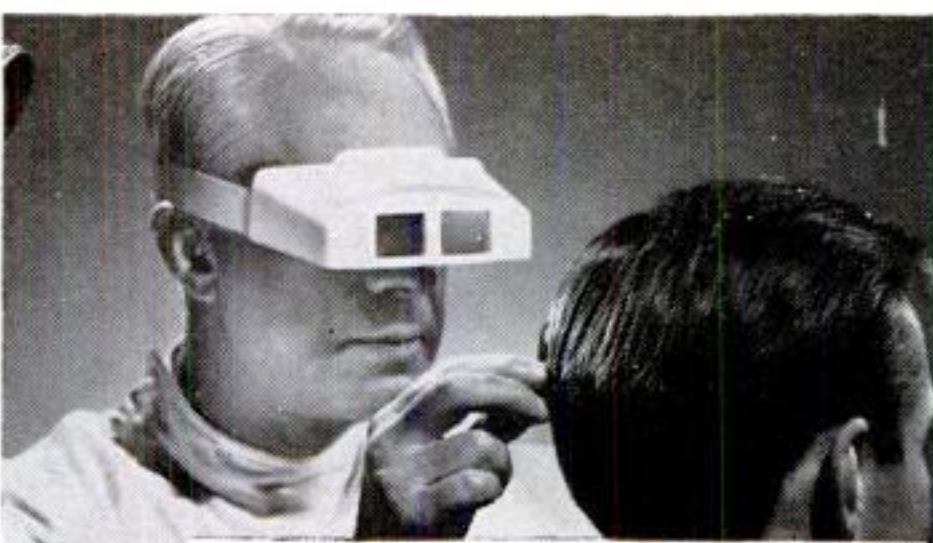


Your first shampoo with this new *Radiant-Creme* leaves your hair *Radiantly clean, Radiantly smooth!*

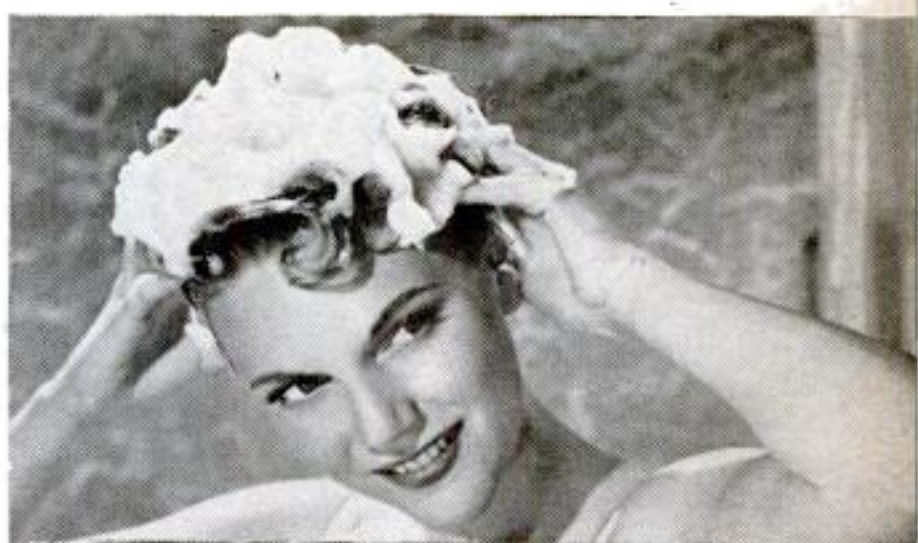
Doctors' examinations proved Prell removes unsightly dandruff in as little as 3 minutes...proved that regular Prell shampoos control it! And every time you use Prell—Procter & Gamble's new emerald-clear Radiant-Creme shampoo—your hair just *sparkles*. It's simply radiant—more radiant than with any soap shampoo (cream or liquid). Easy

to "do" too—it *curls* better—looks so lovely and *glamorous*!

Prell is *thrifty*—goes farther than any other known shampoo, because it's concentrated. And that handy tube makes a hit with everybody—no messy jars, no breakable bottles. *Get your family* some Prell today—for softer, smoother, more *radiant-looking* hair.



Doctors' examinations proved that Prell's exclusive Radiant-Creme formula removes unsightly dandruff quickly, easily.



Prell goes farther than any other known shampoo because it's *concentrated*—a little makes *mountains* of lather!

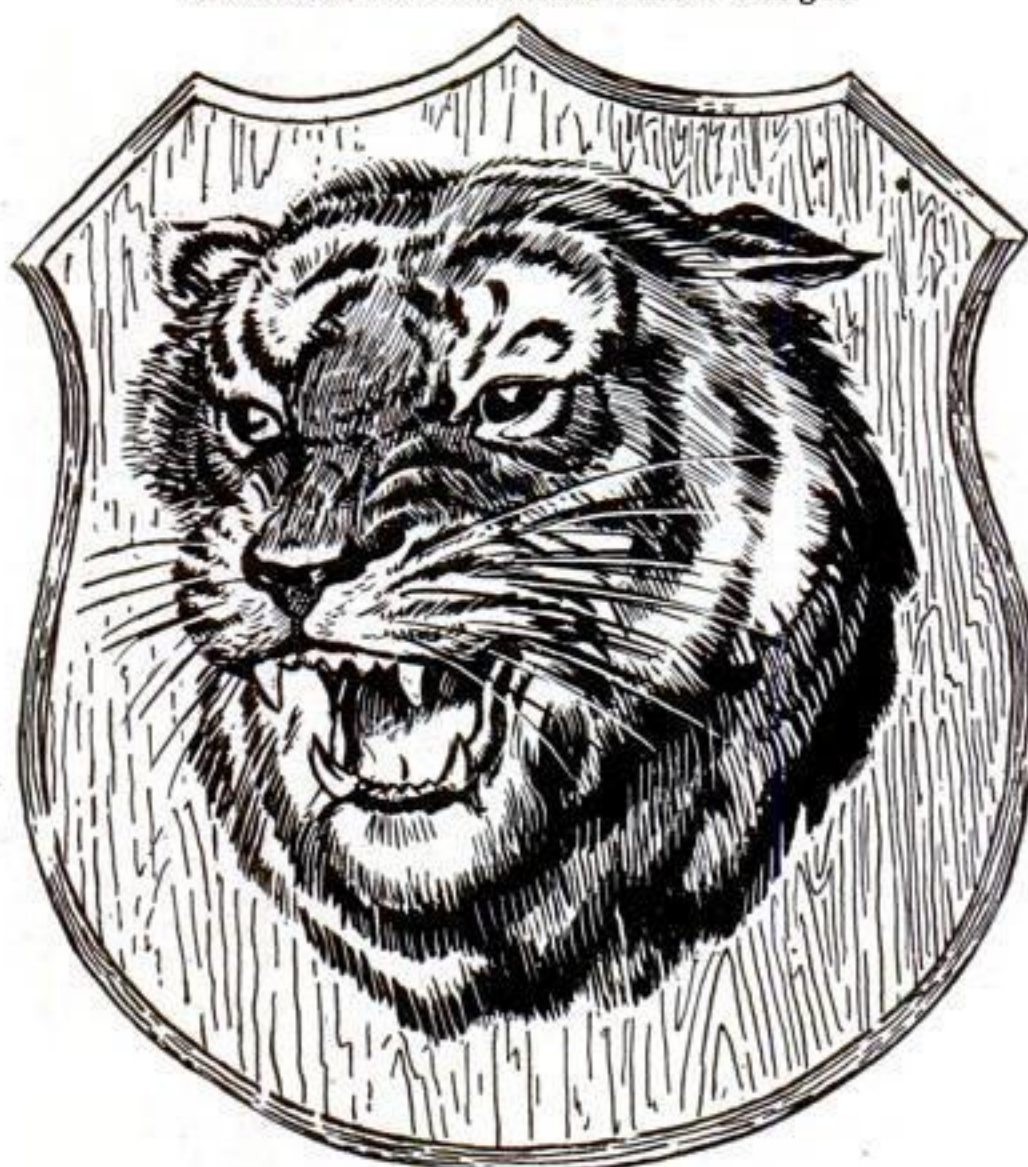




A coat of rather long, coarse hair and four curved, razor-sharp tusks protruding from his mouth are the distinguishing features of the **EUROPEAN WILD BOAR**.

*\*Prepared in cooperation with specialists of American Museum of Natural History.*

Stripes and a smooth, sleek coat mark the fierce **BENGAL TIGER**—which sometimes turns man-eater and terrorizes whole villages.

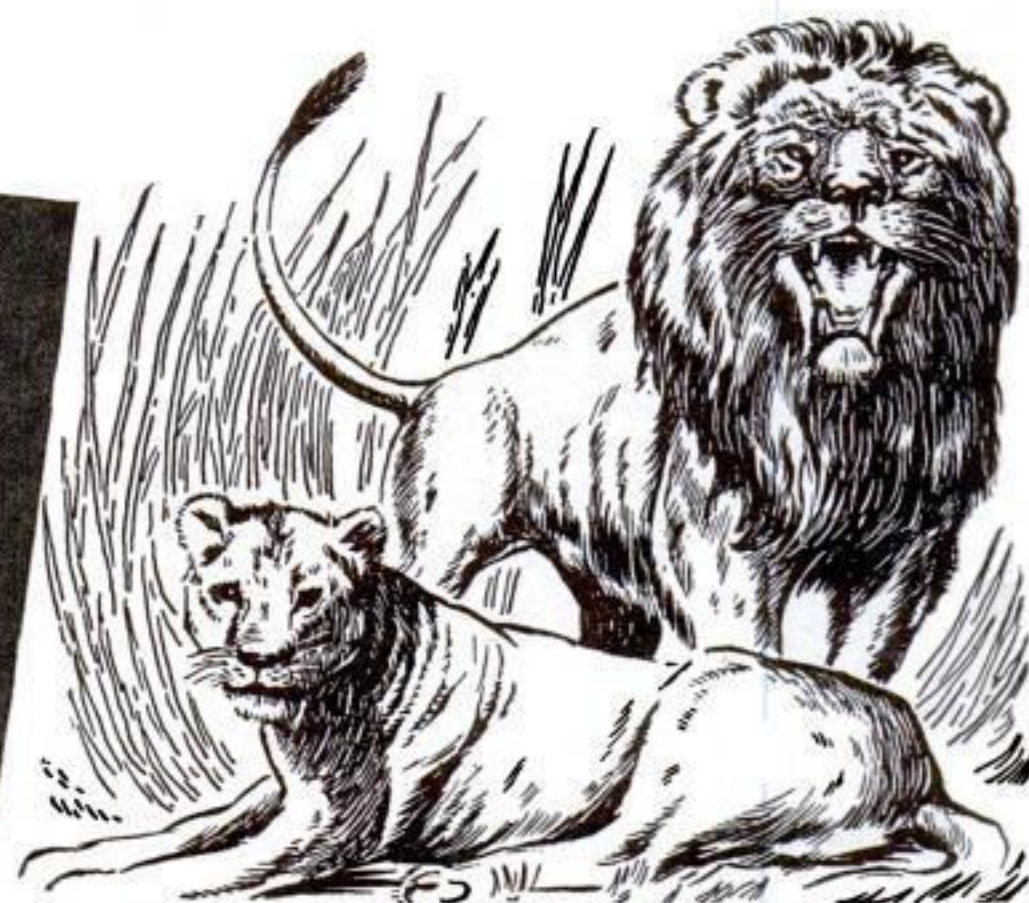


Sheer size and front claws that are more strongly curved than those of a grizzly distinguish the **ALASKAN BROWN** or **KODIAK BEAR**—largest carnivorous animal on earth.



Chief characteristic of the **AFRICAN WHITE RHINOCEROS** is a square, blunt snout. All other rhinos have pointed snouts.

When you go gunning  
for dangerous game  
THE **"TRADE-MARKS"**  
OF NATURE\*  
identify these tough customers



The male **LION** is distinguished from the lioness by his mane, a ruff of coarse fur around his neck and shoulders.



When you buy gasoline...  
THE **TRADE-MARK**  
"ETHYL"



identifies gasoline stepped up  
with "Ethyl" antiknock fluid

To get the best performance from your car, use high quality gasoline improved with "Ethyl" antiknock fluid—the famous ingredient that steps up power and performance.

To show you their best gasoline contains "Ethyl" antiknock compound, oil companies display "Ethyl" trade-marks on their gasoline pumps. "Ethyl" fluid is made by Ethyl Corporation, Chrysler Building, New York 17, N. Y.



A coat of coal-black hair and a pair of massive horns that often meet at the base distinguish the huge and extremely dangerous **AFRICAN BUFFALO**.





AFTER LEAVING THE SPEAKER'S PLATFORM IN ROCK ISLAND, ILL., DEWEY IS MOBBED BY EAGER HANDSHAKERS WHO ALMOST PULL HIM RIGHT OFF HIS FEET

## DEWEY AND TRUMAN TAKE TO THE ROAD

Once again the great quadrennial political extravaganza was under way. Once again the candidates were in full cry. With only 29 more handshaking days left until the election, both Thomas E. Dewey and Harry S. Truman were seemingly overjoyed to meet every beauty queen and local politician, press agent and Indian, women's-club president and high-school reporter in the land.

But the surprise was that so many of the voters were willing to fight through jostling, foot-mashing mobs to see the candidates. Before the campaign's start Elmo Roper's FORTUNE poll had re-

ported that Dewey had an almost insurmountable lead. The cross-country trips seemed hardly necessary; few people would be interested in a pre-decided race. Last week quickly proved, however, that whether or not the people already knew how they would vote, they all wanted to go down to the depot and see a candidate in the flesh.

The week of campaigning also proved that President Truman was going to go down fighting. Unfortunately a loser will sometimes be tempted to fight a little dirty, and certainly Truman's remark that he had joined the Army in 1917 even though

he was a farmer could not be called a clean blow. All week Truman was bitter-humored, waspish, scolding. Meanwhile Dewey made him seem even worse by oozing friendliness and confidence. Informal, cordial, even humorous, the G.O.P. nominee charmed his audiences and remained calm no matter how much his rival taunted, teased and dared him to come out in the alley and scrap. After seven days of this Truman's advisers decided that the boss should pitch the rest of his speeches at a little higher level. It looked as if the Dewey brand of campaigning had won the first round.



# CANDIDATES FIND SELVES



**THE CORN BELT VOTE** is solicited by both candidates. Above: Truman grins happily as he accepts an ear in Grinnell, Iowa. Below: Dewey gets another in Des Moines.



**THE PARENTS' VOTE** is not overlooked by either candidate. Truman pauses (left) during Washington, D.C. send-off to shake the hand of little girl, who has to be held by



**THE BACK-PLATFORM APPEARANCES** are part of the same campaign pattern. At left: Iowa's laughing Senatorial Candidate Guy Gillette is apparently highly pleased to



# IMITATING EACH OTHER



her parents to keep her from bolting. But Dewey (right) gets an even more unfortunate reception from a youngster in Rock Island, Ill., who screams at the top of his lungs.



be seen with the President. At right: some Hopi Indians stand a little uneasily beside Governor and Mrs. Dewey during the Republican nominee's stopover in Winslow, Ariz.



**CAMPAIGN LOOT** is collected by candidates everywhere. Above: Truman gets a reasonable facsimile of donkey in Los Angeles. Below: Dewey gets cowboy gear in Phoenix.





**PERCHED ON FREIGHT CARS** (above) and ranged comfortably along track, citizens hear President in Helper, Utah. Below: Iowans listen intently to Truman's first big speech at Dexter.



## Campaign CONTINUED



**AT LOS ANGELES TRUMAN GETS ELABORATE WELCOME**

# CAMPAIGN AUDIENCES

**At city and whistle stop everybody turns out**

The political question of the week was whether or not Harry Truman had loused up a chance to gain some sorely needed votes. Nearly everywhere he spoke, big crowds listened. But instead of selling the Democratic party, Truman concentrated on trying to scare the voters. If the Republicans got in, he said, "gluttons of privilege" would take the food from voters' mouths, industrialists would shackle labor. In Los Angeles, before more than 15,000 people, he said Republicans are for "big business first." Dewey answered these blasts by simply staying above them. Speaking in Los Angeles before an even bigger crowd, he replied: The government needs a good house cleaning and Dewey is the man to do it.



**PARADE** took place at nearly all the cities. Here Truman balances himself on back of a convertible to wave to crowds lining the streets of Salt Lake City.





**DEWEY DRAWS CROWD** at Prescott, Ariz. Because he was making so many stops, the train started to run late, so a few were canceled. But the editor of Wickenburg (Ariz.)

weekly *Sun*, unaware his town had been scratched, published fact Dewey would stop there. So Dewey stopped anyway, thereby winning a booster in Wickenburg (pop. 995).



# BOSTON'S BRAVES

## THEIR SUCCESS PROVES NICE GUYS DON'T ALWAYS FINISH LAST

Up in Boston a wonderful thing is about to happen: the Braves, who have been also-rans in the National League for thirty-four years, are on the verge of a World Series. (As we write, they are a cat's whisker away from the pennant.) Boston ball fans have come to take the triumphs of their American League team, the Red Sox, for granted; after all, the Red Sox are paced by Ted Williams, the hittin' fool, and they have had good players ever since Millionaire Tom Yawkey, the club's owner, took the rubber band off his bankroll way back in the '30s. But the Braves! Once, in 1914, they went on a spree, going from a July 8 last place position to victory in September. They were a Cinderella gang then, and they are a Cinderella gang now. In 1914 they won because of the flashing arms of three dependable pitchers, Rudolph, Tyler and James. This year they have risen on the arms of two work-horse moundsmen, Johnny Sain and Warren Spahn.

The 1948 Braves have balance, but on paper they are far from being the most impressive aggregation of talent in their league. Brooklyn has more youth and speed, and if the Brooklyn's Rex (No-Hit) Barney had learned the art of control pitching before July they would surely be sitting at the top. The 1948 New York Giants pack a lot of potential power. As for the St. Louis Cardinals, they still have the dependable "old pros." But two of the Cardinal standbys, Shortstop Marty Marion and Second Baseman Red Schoendienst, were victims of aching backs and aching arms for long stretches, and the slugging Stan Musial and Enos Slaughter couldn't quite do the job all by themselves.

With the three form-chart contenders faltering, the Braves went up.

They went up with an impressionable kid, Ex-Footballer Alvin Dark, at shortstop. Dark wasn't impressive in spring training, but he hit around .325 for the season and fielded well. At first base the Braves got by with a lackadaisical Earl Torgeson and with Frank McCormick, a discard from the Philadelphia Phillies. They had Eddie Stanky, ex-Brooklyn "holler guy," at second base for 62 games; then Stanky broke a bone in his ankle and Sibby Sisti, an in-and-outter, took over. The third baseman, Bob Elliott, a good ballplayer, didn't have quite the year he had had in 1947, but it was just good enough. The Braves' outfield seldom played the same three men on successive days: Center Fielder Jim Russell, a throwaway from the Pittsburgh Pirates, developed a heart ailment in mid-season; and his replacements were rejects from other teams. Left Fielder Heath had come to Boston from the American League with a reputation for malingering; Relief Pitcher Potter had been fired early in the season by the Philadelphia Athletics' Connie Mack for alleged lack of spirit.

With the malingerers ceasing to mangle, the Braves turned the trick. Once more the dross had become gold, the strayed sheep returned to the fold. It's an old story, but it's still a heart-warmer. It's even more heart-warming when you consider the case of the Braves' manager, Billy Southworth. Billy fused his misfits, rejects and few sterling players into a confident and alert outfit. But Billy himself is no confidently hard-boiled extrovert. He is, in fact, a

re-tread skipper, one who failed years ago in his first major league try at managing. Slipping down into the minors, Billy faced up to his own faults. He stopped his carousing, purged himself of martinet proclivities, and otherwise remade his character. Coming back to St. Louis, the scene of his failure, he won pennants by his ability to persuade and cajole men who balked at being driven. His patient methods have now been crowned with even more astonishing success in Boston.

The "aw, nuts" school of sports writers, who regard baseball as a racket, may still say "aw, nuts" at the triumph of Billy Southworth, but the people who accounted for 20 million paid admissions to ball games in 1948 will hardly agree with them. To the fans, the game is all right. And if the success of Billy the Kid is not enough to prove it, there is the example of the Cleveland Indians. Taking their cue from the Brooklyn team of the National League, the Indians have broken the color bar in the American League. If they win the pennant (which is a distinct possibility as we go to press), they will owe their margin to two Negro ball players, the slugging Outfielder Larry Doby and the venerable pitching champion of the Negro leagues, 44-year-old "Satchel" Paige.

In praising the Braves and the Indians as examples of the triumph of decency, we do not mean to imply anything derogatory about other baseball teams. But it is nice to have double-dyed, copper-riveted, Grade-A assurance that the phrase attributed to Leo Durocher, "Nice guys always finish last," is no more true than other statements of its kind.

# THE GOOD EARTH

## THE AVERAGE MAN HAS LEARNED A LOT ABOUT CONSERVATION

Meeting recently in Washington for their centenary anniversary, members of the American Association for the Advancement of Science took turns scaring the daylight out of each other—and the rest of us. This time the hobgoblin was not the atomic bomb; it was the "plundering" of the earth as good topsoil blows into the air or drains into the sea. The population is increasing; the fertility of the soil is declining. Thus the scientists as they picture a planet being gradually reduced to the sterile condition of Mars or the moon.

The warnings of the scientists are well-taken, and everyone who owns anything from a ranch to a backyard garden should listen to them. But the tone in which some of the scientists choose to lecture us implies a contempt for the average man that seems a trifle misplaced. This year two books have been written about the deplorable waste of our natural resources; they are William Vogt's *Road to Survival* and Dr. Fairfield Osborn's *Our Plundered Planet*. With all respect to the authors, virtually the same two books were written a decade ago. They bore the titles then of *Vanishing Lands* by Jacks and Whyte, and *Rich Land, Poor Land* by Stuart Chase. And the point to be made is that the

average man, the allegedly poor dumb dope who presumably doesn't know the ground is disappearing from beneath his feet, has gotten the idea from the scholars and is already busy taking measures to stop the plunder of the earth. At least he is in Europe and the U.S.

The examples are all around us, but the "make-their-flesh-creep" sort of scientist doesn't pause to see. Flying over Georgia, for example, the open-eyed traveler must be impressed by the fact that farmers, even in the land of the "Tobacco Roaders," have taken to contour plowing with an almost universal passion. In *LIFE*, Aug. 23, John Dos Passos reported what he had seen in Iowa, where farmers are making use of the latest laboratory findings to double their yields. Today there are shelter belts on the "treeless" plains where 15 years ago the Dust Bowl was killing even the hardiest grasses. Advanced agriculturalists are injecting a liquid nitrogen compound into their soil. In Oklahoma farmers have developed a passion for storing water in "dirt tanks."

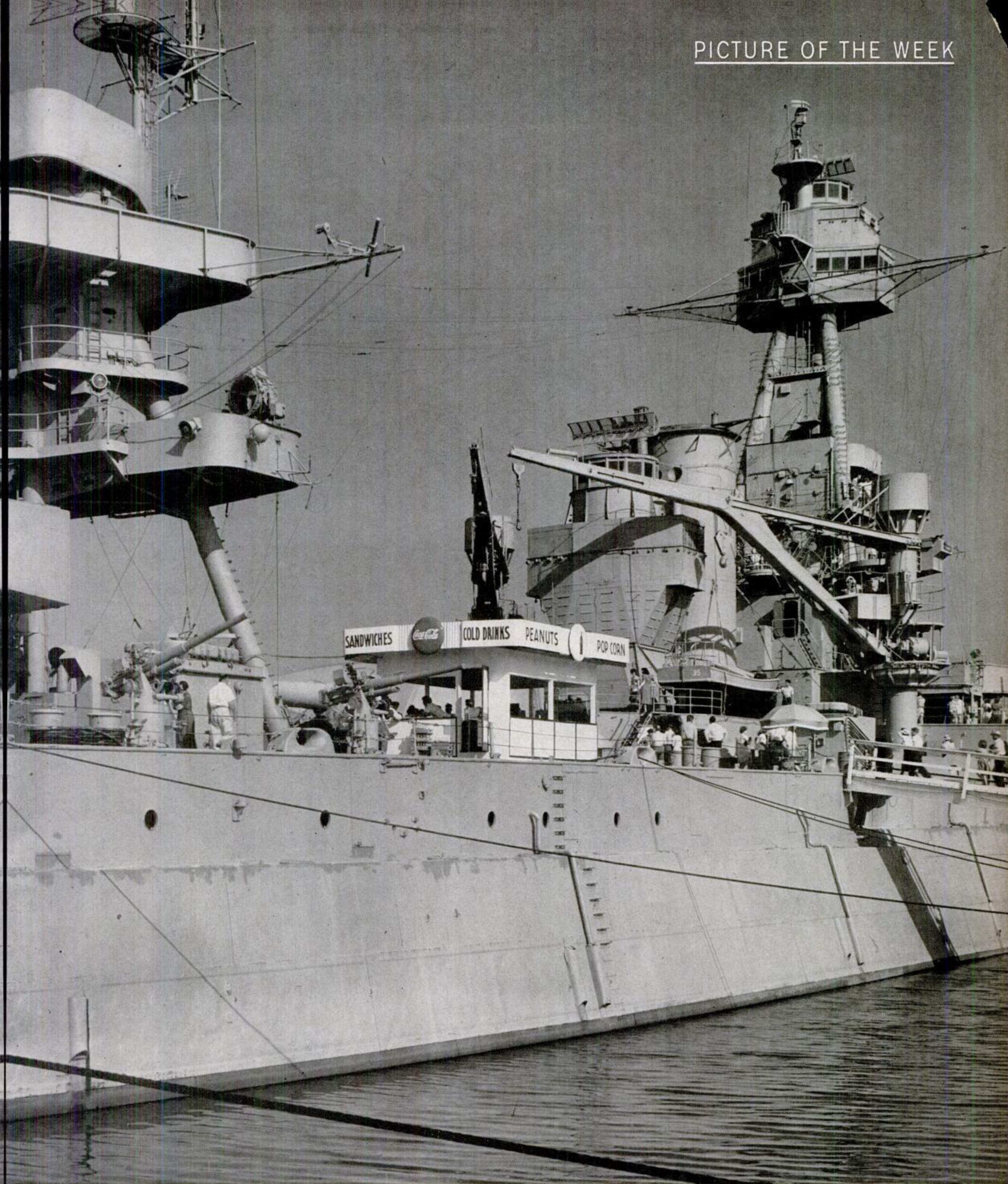
Even the suburbanite has gotten the idea. Fifteen years ago the very mention of good soil practice bored the daylight out of him. Today he reads about the importance of conserving

and manufacturing humus—the black, fibrous stuff that comes from decayed vegetation—in the sophisticated columns of *The New Yorker*.

A hundred and fifty years ago the gloomy prophet Malthus predicted the peoples of the earth would eventually outbreed the capacity of the planet to save them from chronic malnutrition. Malthus, at least so far as the West is concerned, has been discounted for quite a while, and it is only recently that our scientists have revived him. But even as the scientists are rattling the Malthusian skeleton the *Wall Street Journal* comes out with an article called "Super Seeds." It seems that when you coat a seed with an artificial integument you can outwit the weeds and defy crows and drought.

Where all this will end heaven only knows. By listening to Vogt and Osborn one gets the idea that our fertile land will eventually be reduced to the size of Rhode Island. By reading about new seeds, new methods of fertilizing, one gets the contrary notion that the soil of Rhode Island could feed China. Just where the truth lies we don't profess to know. We respectfully suggest that the theoretical scientists and the practising agricultural technicians get together and fight it out.





## TEXAS OUTRAGE

After the war outraged Texans raised such a clamor over the proposed scrapping of the battleship *Texas* that the venerable vessel was spared. It became a state shrine, moored near Houston. A fortnight ago other outraged Texans raised another clam-

or. For some reason they objected to the nice new soft-drink stand, placed aboard by authority of the Battleship Texas Commission. On Sept. 20 the red-faced commission gave the soft-drink concessionaire one week to pack up his stand and go ashore.





GENERAL ASSEMBLY MEETS IN THE AUDITORIUM OF THE PALAIS DE CHAILLOT

All of the world's worry about war came into focus last week as the U.N. General Assembly convened in Paris. As the foreign ministers of the U.S., Britain and France, and Russia's Deputy Foreign Minister Andrei Vishinsky debated the issues which divide the U.N. and the world, TIME-LIFE correspondents in Washington and Europe asked their best news sources the fateful question: "What are the chances of war?" The gist of the answers, reflecting the inner knowledge and thinking of Western governments, follows:

The short answer is that our highest officials do not know the answer. Their knowledge of Russia's immediate plans and thinking is limited; their interpretation of what little they know is divided.

As far as anyone can tell, within this limitation, the Soviet government does not intend to touch off a war within the near future. If war does come soon, it will be because the Soviet government stumbles into it by sheer accident or by some stupid miscalculation of what the U.S. and other Western governments will tolerate.

It is more than possible that the Soviet government may make just such a blunder—not on the scale of full invasion of Western Europe but locally, in Berlin for example. Secretary Marshall was not talking idly last week in Paris when he warned the Soviet government not to mistake the patience of the West for weakness.

Behind this possibility of local miscalculation are some large misapprehensions of Western sentiment. As a major instance, at least some of the officials who determine Soviet policy are under the illusion that the U.S. will not use the atomic bomb in any circumstances. Another, and much more reasonable Soviet assumption is that the U.S. will not use the atomic bomb on Berlin, Paris and other Western European cities if they are seized by the Red army. This leads to the Soviet conclusion that

even if Russia's principal cities are knocked out, the Red army can hold Russia's industrial hinterland and the European continent indefinitely. And this conclusion in turn leads the Soviet government to be less fearful of war's immediate consequences than it otherwise would be.

The evidence of the Red army's readiness or unreadiness to move into Western Europe is especially conflicting. No Russian army-in-being is visible to LIFE's observers near the western borders of Soviet Europe. But the Red army is reportedly concentrating large forces west of Kiev. According to some official information the Red army now has in its zone of Germany 14 infantry divisions, an additional airborne division, several tank units and considerable air strength. Such a Russian force in Germany would be sufficient, with quick reinforcement, to overrun western Germany, the Lowlands and France in very short order. Russian readiness to move into Western Europe has nothing to do with its economic capacity, which is low, to sustain a long war of defense. As a Western military official said last week, "All the Russians need to sweep over Western Europe is shoes."

What kind of Soviet act would bring war? There will be war if the Red army moves beyond its present positions in Europe or the Middle East. That is, the West will fight if the Red army seizes the western sectors of Berlin or invades the British and U.S. zones of Germany, or attacks in Austria or moves on Trieste. It will fight if the Red army attacks in Greece or Iran. At the moment it is not prepared to fight so long as others—Greek Communists, for instance—do the Russians' fighting for them.

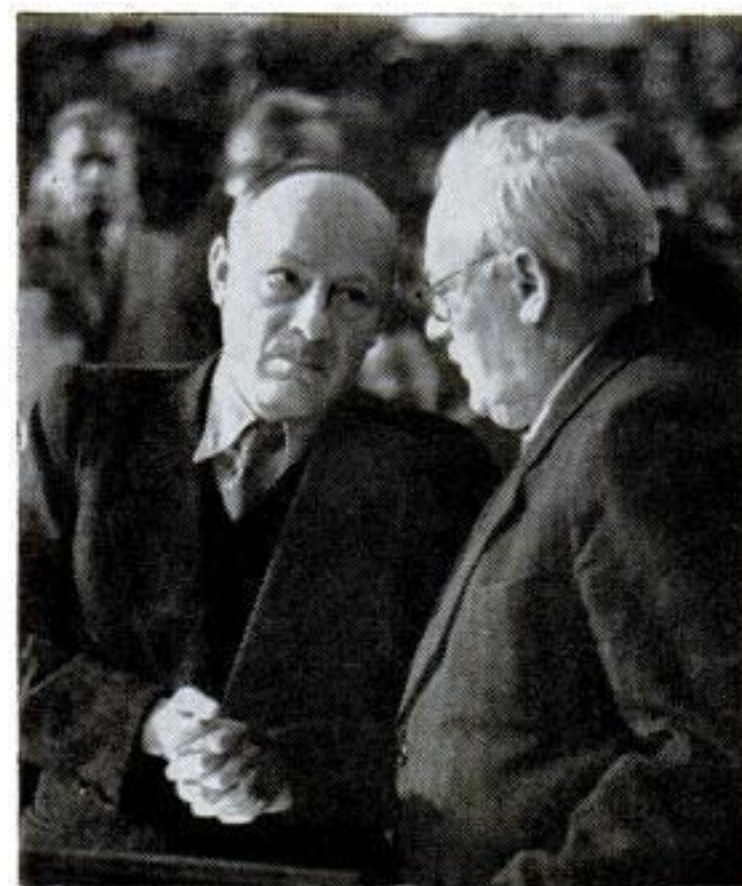
As usual, both the answer and the policy behind the answer in the Far East are less clear-cut. Even so the same rule holds: overt action by the Red army will mean war but not action by Russian stooges. For example, the West is not prepared to fight if the Russians' northern army of Koreans moves against

southern Korea; but a move by the Red army itself into southern Korea would mean war. It is the pattern of 1941 all over again: Western eyes and emphasis are on Europe rather than the Far East.

The hot spot—the place where fatal, local miscalculation seems most possible—is of course Berlin. Could any Russian act there short of actual seizure bring war? The West might not fight if the Russians "accidentally" shot down a U.S. or British transport in the airlift corridor to Berlin; but the Russians could easily overestimate the limits of Western patience with such "accidents." The West would be ready to fight if the Russians moved into western Berlin, not in an admitted act of seizure but on the pretext of suppressing German riots. Indeed the fear of the Western governments just now is that Berlin anti-Communists will get out of hand, riot and give the Russians exactly that excuse.

One measure of Western concern last week was this inner-circle guess: the Russians, facing the loss of Western Europe and preferring to invite war rather than surrender it without a scrap, will move deliberately—not by mistake—to war when they are convinced that their forces can seize England and thus deprive us of our best air base off the Continent. Western military analysts are by no means convinced that the Russians can actually take England; the point is that at some stage they may think they can and so go to war.

This reasoning rests upon a modicum of hard information, a wealth of more or less informed deduction. There is no certainty. Western governments know far less about Russia's immediate plans than the U.S. and Britain knew about Japan's pre-Pearl Harbor plans. But there is no uncertainty about Russia's eventual intentions. In a book published last week in the U.S., Soviet Deputy Premier Nikolai A. Voznesensky said that only the total capitulation of Western "imperialists" can avert war. In short Soviet dictatorship assumes that war is inevitable.



**GRAVE-LOOKING DELEGATES** include Poland's Zygmunt Medzelewski (left), getting orders from Russia's Andrei Vishinsky. Britain's Ernest Bevin and Sir Hartley Shawcross are at right. Vishinsky accused some U.S. leaders of plotting atomic war.

## THE WORLD WEIGHS CHANCES OF WAR

As U.N. convenes in Paris, Western analysts reason that Russia expects to fight eventually but not soon

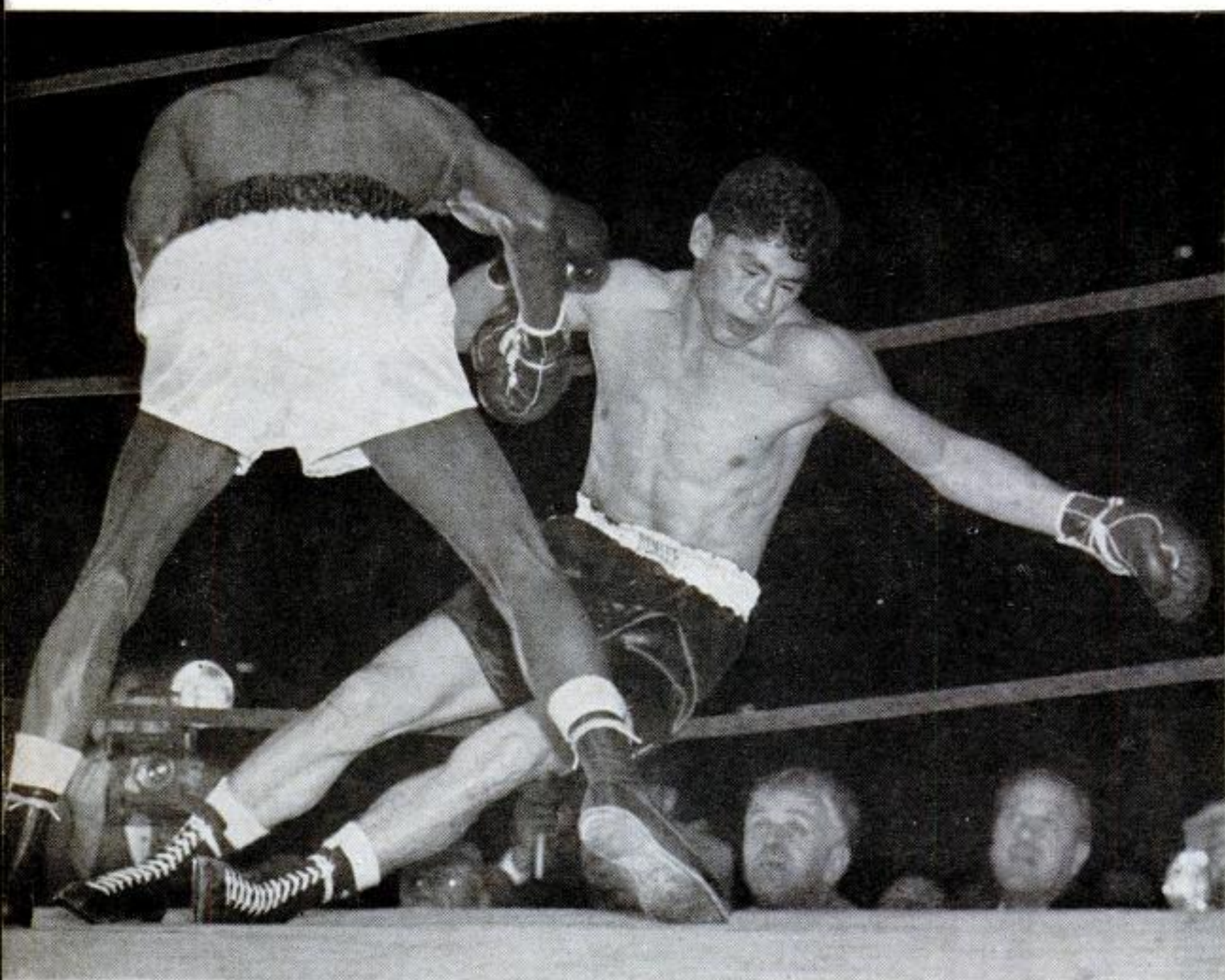




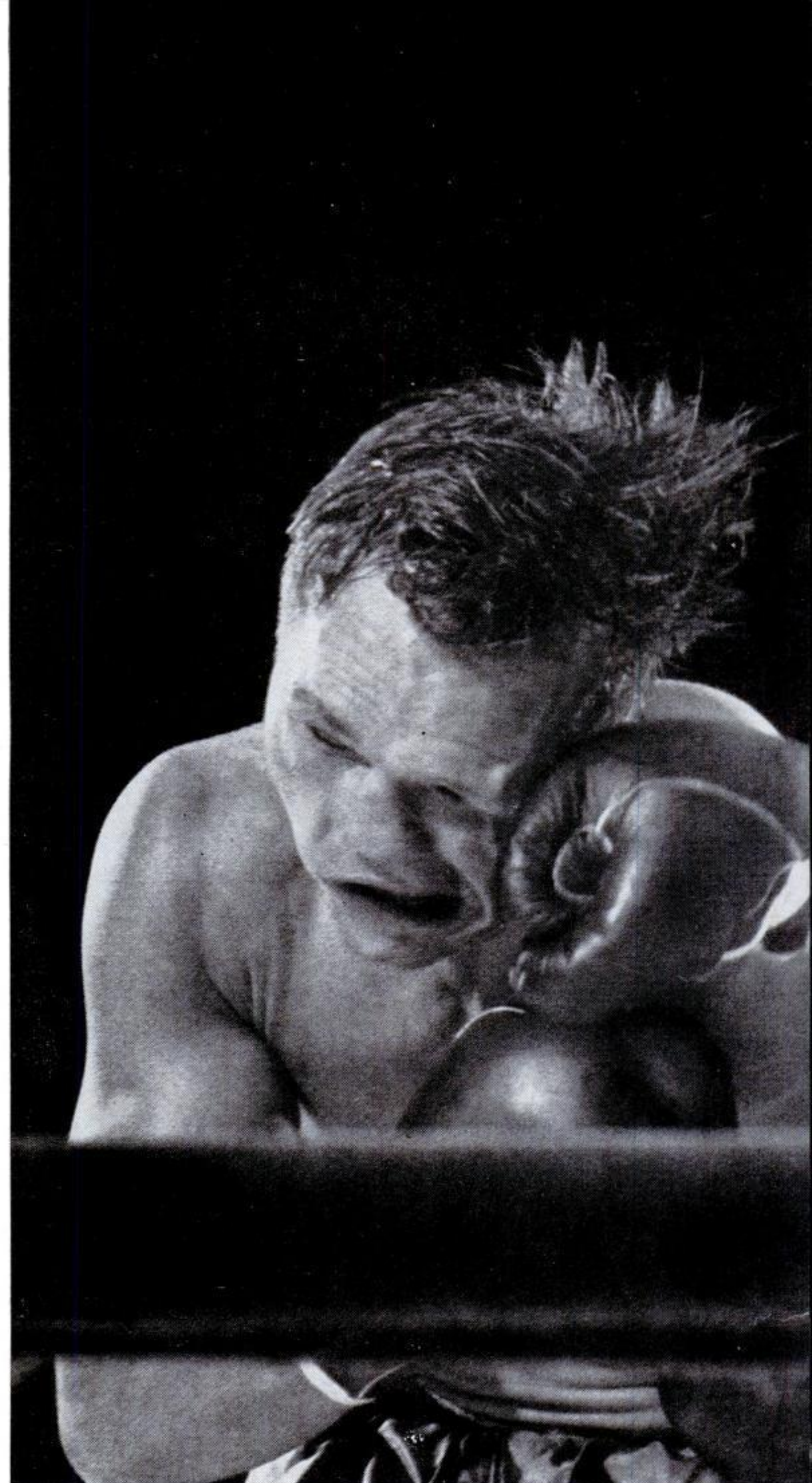
**THE AMERICANS** are led by Secretary Marshall (*left*) and the G.O.P.'s John Foster Dulles, who are pictured here in the Palais de Chaillot with Eiffel Tower in background.

Marshall told the Assembly: "Systematic and deliberate denials of basic human rights lie at the root of most of our troubles and threaten the work of the United Nations."





LIGHTWEIGHT CHALLENGER FLORES IS DROPPED BY CHAMPION WILLIAMS



THE CAMERA RECORDS TONY ZALE'S AGONY AT SPLIT SECOND WHEN HIS FEATURES

# BATTLE OF THE PROMOTERS

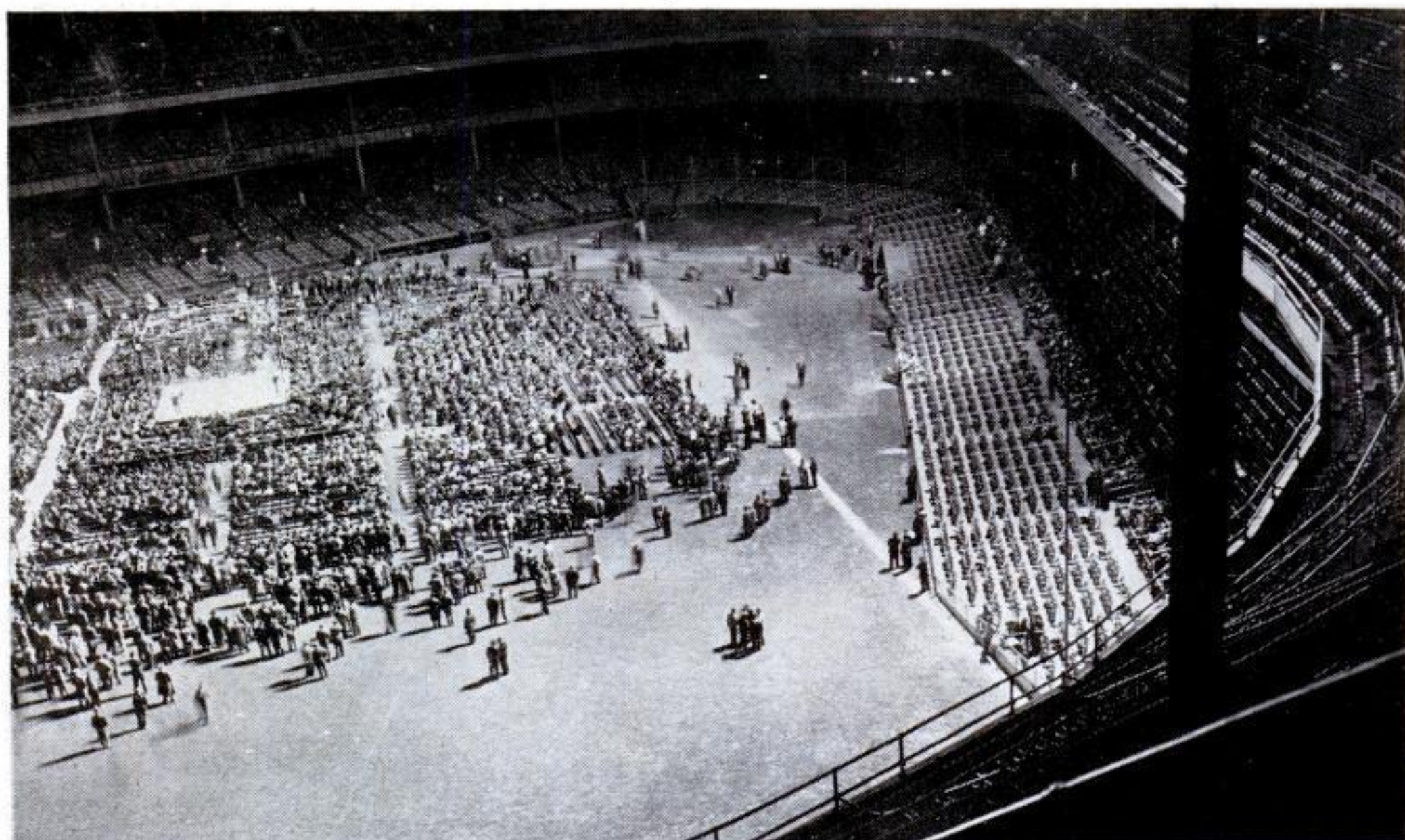
Madison Square Garden's monopoly has a challenger

For a decade the 20th Century Sporting Club, which is closely connected with Madison Square Garden, has enjoyed a comfortable monopoly on big-time pugilism in the New York area. Now that monopoly is challenged by an energetic new concern which calls itself the Tournament of Champions. Last week the two outfits put on world title bouts two nights apart, and—temporarily at least—the Tournament of Champions had all the best of it.

One reason was that it had a much better attraction. The fight between Middleweight Champion Tony Zale and the French slugger Marcel Cerdan (LIFE, Sept. 20) attracted international attention. The Sporting Club's counter-attraction—Lightweight Champion Ike Williams vs. Jesse Flores—was too one-sided a contest to fill a big outdoor stadium. Cerdan knocked out Zale (right) before a comfortable house, and the Tournament of Champions cleared about \$15,000. Williams knocked out Flores (above) before an almost empty house, and the Sporting Club lost about \$15,000. But the Sporting Club was in a position to fight back. It still controlled the Garden for indoor bouts, and it still controlled contracts of champions in four of boxing's six profitable weight divisions.



GARDEN PROMOTER Sol Strauss is front man for Sporting Club now that Mike Jacobs has virtually retired.



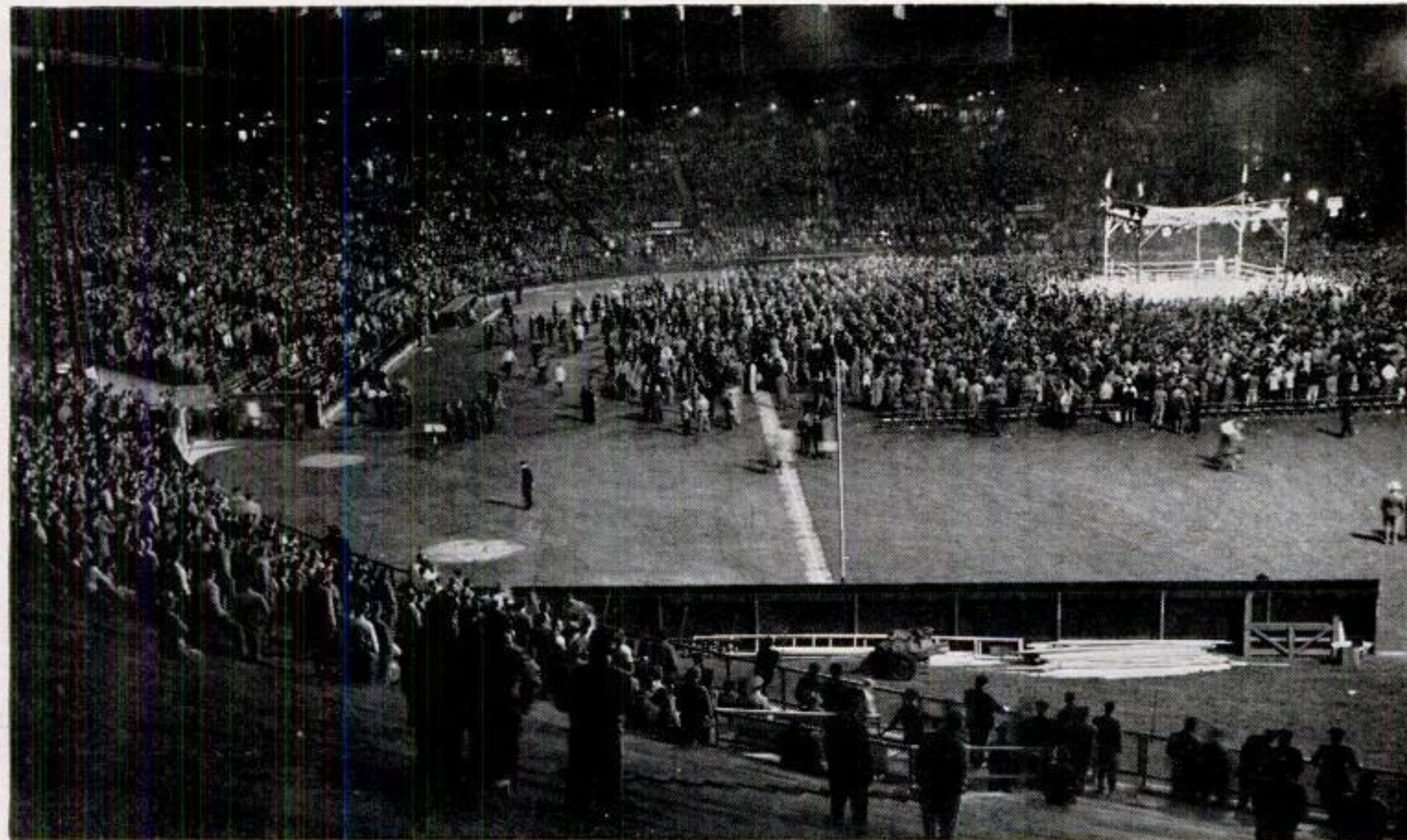
EMPTY SEATS in New York's cavernous Yankee Stadium show why Williams-Flores fight lost money. Most of

the 15,413 customers sat in the cheap \$3 seats in the upper deck, so the total gate receipts came to a meager \$85,150.





ARE MASHED OUT OF SHAPE BY MARCEL CERDAN'S POWERFUL RIGHT CROSS. ZALE LOST HIS MIDDLEWEIGHT TITLE WHEN HE FAILED TO COME UP FOR 12TH ROUND



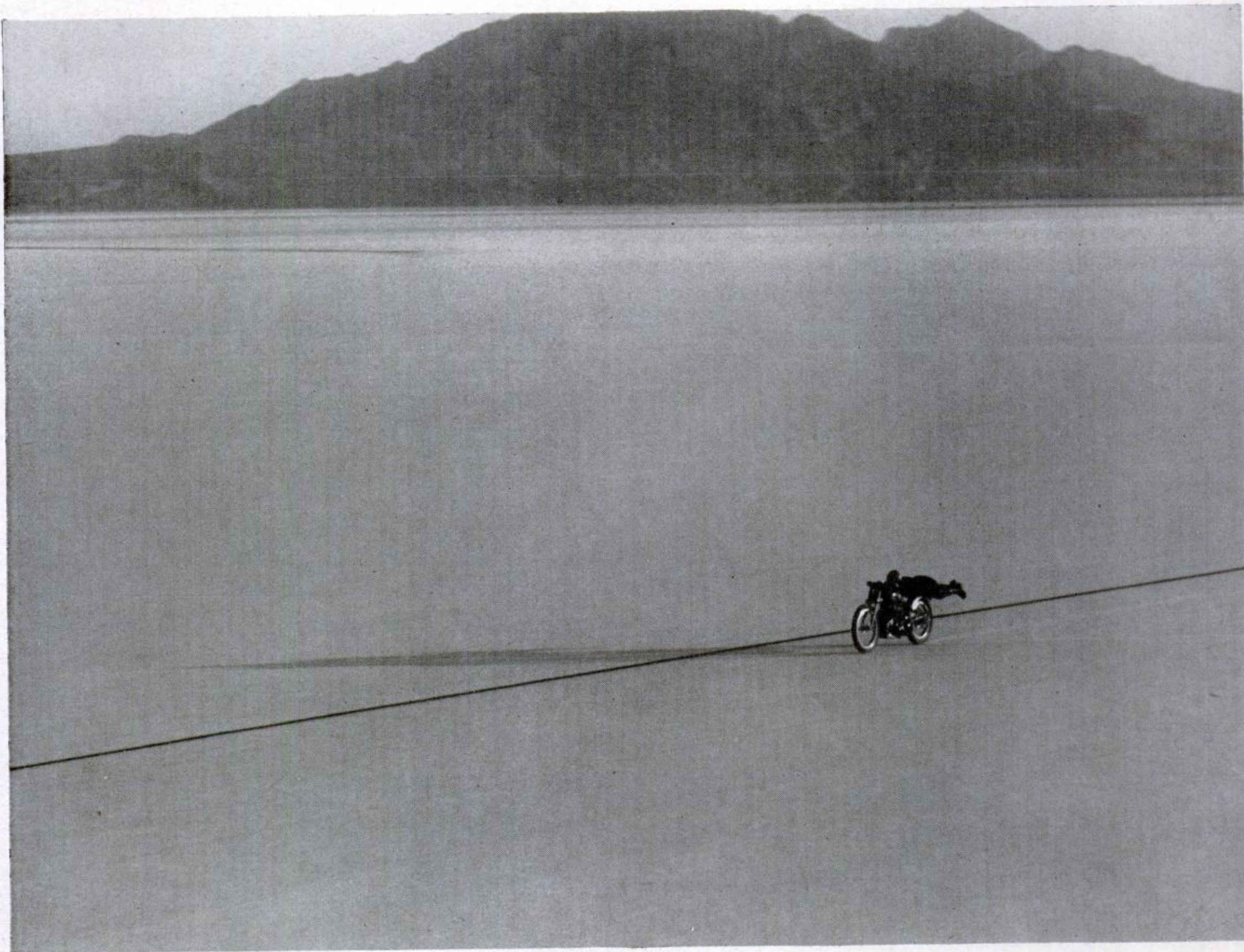
**FULL SEATS** in Jersey City's Roosevelt Stadium show why the Zale-Cerdan fight made money. Although crowd

(19,272) was not much larger than for the Williams-Flores bout, it packed the \$30 ringside and gate came to \$254,399.



**NEW PROMOTER** Andy Niederreiter is front man for six millionaires who are bucking the Garden's supremacy.





**FASTEST MOTORCYCLIST** On the hard-packed Bonneville Salt Flats in Utah a 47-year-old filling-station operator named Roland Free went out on Sept. 13 to break the world's motorcycle speed record. Riding a British "Vincent" machine on which British drivers have hit 140 mph, Free roared down a mile course clocked by

electric-eye timers. As a guide during his run Free used a black line painted on the flats, although his speed was so great that the motorcycle's steering column "locked" and he was unable to deviate from a straight line until he slowed down. But by balancing himself flat on the rear fender to reduce the drag from wind friction, Free upped the mark to 150.855 and lived to tell about it.



**GOOD NEWS** In Joliet, Ill. in the absence of their parents, the 15 children of Mr. and Mrs. Raymond Baker got along fine by themselves. At the dinner table (above) they got word that Father Baker, hospitalized with pneumonia, might be home soon. They also heard that 37-year-old Mother Baker, hospitalized too, would be home soon with another baby.



**GOOD SHMOOS** In Springfield, Ill. Lyle Coy, a grocer, capitalized on a new fad that has swept the U.S. since the appearance of the noble shmoo. He sold shmoos made of gourds to comic-strip readers who, like the residents of Dogpatch, have taken to their bosoms the obliging, edible little creatures invented by Cartoonist Al Capp (Li'l Abner).



# TRULY AMERICAN



## ...TRULY GOOD

### ... And truly a friend to your budget !

Here, in this old-time soup—always a favorite of Americans—you have some pretty wonderful eating to set before your family. What's more, you'll find it one perfect answer to tightened meal budgets in these days of high prices. For consider: In Campbell's Chicken Noodle Soup you get a gleaming chicken broth

simmered from plump chickens. You get golden egg noodles for further heartiness. And—you get tender pieces of chicken in good measure! All this adds up to *value* in any language, including the housewife's. This good soup is made, of course, in the true tradition of Colonial times —hearty and homey. Serve it soon!



They liked it in Colonial days!  
As Campbell's make it *now*  
You'll find it rates especial praise—  
Good *value*, ma'am—and how!



LOOK FOR THE RED-AND-WHITE LABEL

**Campbell's CHICKEN NOODLE SOUP**



# NEW EASY WAY TO

*4 bulbs in 1 convenient package.*  
*Easy*



Stock up now at these LOW PRICES

4	40 or 60-Watt Bulbs	48¢	40 or 60-Watt, EACH	12¢
4	100-Watt Bulbs	60¢	100-Watt, EACH	15¢
			150-Watt . . . . .	20¢
			3-Lite, 100-200-300,	60¢
			40-Watt Fluorescent . . . . .	\$1.00

List Prices subject to Federal tax



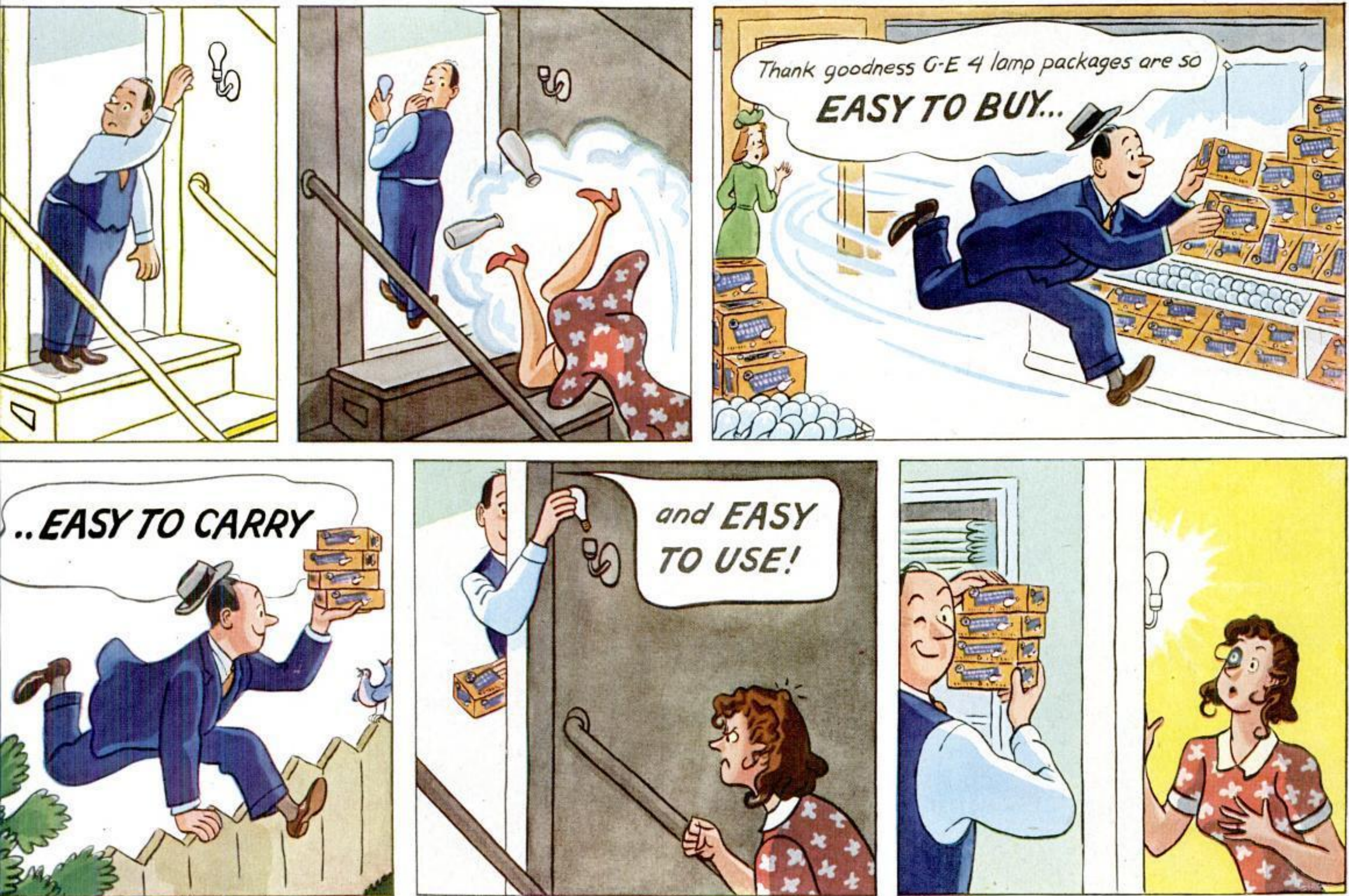
# BUY G-E LAMP BULBS

only 48¢

to carry, easy to store, easy to use!

New Cure for Bulbsnatching

by *Bob Day*



**J**UST in time to help you stock up on light bulbs for the long winter nights ahead, here's General-Electric's sensational new 4-Lamp Package!

Compact, strong, safe, it's easier to buy and carry. It's easier to use—fits neatly on closet shelf, makes it convenient to have spare bulbs always on hand.

And to help you make sure of top value, it quickly identifies G-E lamps . . . the kind that are constantly improved by research to Stay Brighter Longer! Don't be a bulbsnatcher! Stock up now at today's low prices.

## G-E Lamps

GENERAL  ELECTRIC

HEAR "WHAT'S MY NAME?", WITH ARLENE FRANCIS, SATURDAY EVENINGS, ABC





"You don't need a lot of money to eat swell!"

**J**UST TO PROVE IT—try this dish of swell Birds Eye eating tonight!

It's Birds Eye Cod on a Spinach Isle...

And it has the glorious flavor of cod just snatched from the deep, cold Atlantic and whizzed to the ship's grill. That's how wonderful it tastes.

And here's how economical it is—

Just one pound of Birds Eye Cod Fillets equals three pounds of whole cod! Because Birds Eye cleans its fish CLEAN—removes all the bones and every smitch of waste.

You buy only eating-fish . . . Fish that's been quick-frozen so fast by Birds Eye experts that you get the nourishing goodness of really fresh fish as well as ocean-fresh flavor!

**P. S.** Birds Eye does all the tedious work of spinach-fixing, too. Showers away every grain of grit and sand—culls the tender, young green stuff to perfection.

Products of General Foods

#### Recipe for Birds Eye Cod on a Spinach Isle

2 packages Birds Eye Cod Fillets. Seasoned flour  
 ¼ cup butter or other fat 1 box Birds Eye Spinach  
 2 teaspoons flour ½ teaspoon salt Dash of pepper  
 1 cup rich milk 2 teaspoons prepared mustard  
 2 hard-cooked eggs, sliced

Cut ocean-fresh Birds Eye Cod Fillets in serving pieces. Roll in seasoned flour. Fry in fat in skillet about 15 minutes, turning to brown both sides.

Meanwhile, cook and season Birds Eye Spinach as directed on package. Arrange fish and spinach on hot platter.

Add flour, salt, and pepper to fat remaining in skillet and blend. Add milk gradually and cook over medium heat until mixture is thickened, stirring constantly. Add mustard and blend; then add eggs. Pour sauce over spinach and fish. Makes 4 servings.







CAISSON BEARING BODY OF ANDREI ZHDANOV ROLLS THROUGH MOSCOW WITH PREMIER STALIN (RIGHT) AND MOLOTOV HEADING GROUP OF OFFICIAL MOURNERS

## PALLBEARER STALIN

He has buried many famous Reds, including two who were murdered

One of the most useful things a dictator can do to maintain himself in power is to serve occasionally as a pallbearer for national heroes—and for dissidents and possible rivals. No modern dictator has buried more of his colleagues than the Soviet Union's Joseph Stalin, who began with Nicolai Lenin in 1924 (*below*). Only last month Stalin helped lay away Andrei Zhdanov (*above*). Zhdanov, a Politburo member and the head of the Comin-

form, was the author of the "get tough" policy that chased Yugoslavia's Tito off the Red reservation. Before Zhdanov died suddenly, at 52, supposedly of arteriosclerosis, he often had been mentioned as Stalin's possible successor. The funeral was one of the most impressive in years. As usual Stalin and Foreign Minister Molotov were chief mourners, an association which presumably will end only when one escorts the other to his final rest.



**LENIN'S FUNERAL** in 1924 gave Disciple Stalin (*center*) his start as pallbearer.



**KIROV'S DEATH** by assassination led to Red purges of 1935-36.



**GORKY'S MURDER** in 1936 was ordered by one of mourners, Genrikh Yagoda (*right*), the head of the NKVD. He later was brought to trial and executed.



**ORDZHONIKIDZE**, the commissar of heavy industry, had "heart attack" in 1937.



**CHKALOV'S FUNERAL** honored Red test pilot killed in 1939.



**SHAPOSHNIKOV**, the long-time Soviet chief of staff, died in 1945.



**KALININ**, who died in 1946, had been president of the U.S.S.R. since 1938.





# What goes on here?

**R**eferee makes first down—or did he really just miss it? Field judge blocks out the nearest tackler—or was it clipping? If the officials call 'em—and play too—what kind of a game is that?

You wouldn't stand for that sort of thing on a football field—but it happens every day in the electric light and power business. Government not only regulates the electric companies—but is in competition with them at the same time!

The catch is that government sets up two different sets of rules. The government's electric agencies pay little or no interest on the money they borrow, and pay no Federal taxes

—but electric companies do, and expect to. When government-in-the-power-business can't make ends meet—it gets a handout of tax money from the U. S. Treasury. Who foots the bill? American taxpayers—of which you are one.

If government can get into the light and power business this way—it can get into every other business the same way.

In sixty-odd years, the self-supporting electric companies have built for America the most and the best electric service in the world. While costs of everything else are way up (including the costs of making and delivering electricity) electric service is still the best

bargain in the American family's budget . . . it does so much, and costs so little.

This is a good record for the thousands of people who work in power companies, and for the millions of people who invest savings in them.

Don't you think these men and women deserve a fair break?

The answer is yours to make, for government money is your money.

*It is to your benefit to know the facts about your electric service, and to ours to have you know them. That's why this advertisement is published by America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES★.*

Hear famous stars in radio's great new dramatic show — THE ELECTRIC THEATRE . . . CBS, Sundays, 9 P. M., EST.

★Names on request from this magazine





INITIATES TOSS AROUND A BUST OF THE OLD MAN WHO IS THE TRADEMARK OF OLD GRAND-DAD WHISKY

Last week the University of California's president, Robert Gordon Sproul, who in the course of his duties as head of the world's largest university is obliged to administer faculty and students on eight campuses, to wheedle operating funds out of his state legislature and provide two reasonably successful big-time football teams, played—and hugely enjoyed—a new role. On Sept. 16, along with 11 other candidates, 57-year-old Sproul was initiated into the Grandfathers Club of America, a California fraternity which limits its membership to 100 elders of distinction. Clad in an old-fashioned

nightshirt and nightcap, dignified Dr. Sproul solemnly produced his initiation fee—a bottle of Old Grand-Dad whisky. He admitted that he has two grandchildren and promised that somehow he would be able to dig up the annual dues of \$7.50 (his salary is \$20,000). He meekly accepted a round berating from the other grandfathers over the fact that, when he nominated California's Governor Earl Warren for the presidency last June in Philadelphia, he got only 59 out of 1,094 votes for him. Then Sproul put on a freshman's cap and in great good humor led the assembled gaffers in two cheers for California.

## GRANDDADS INITIATE PRESIDENT SPROUL

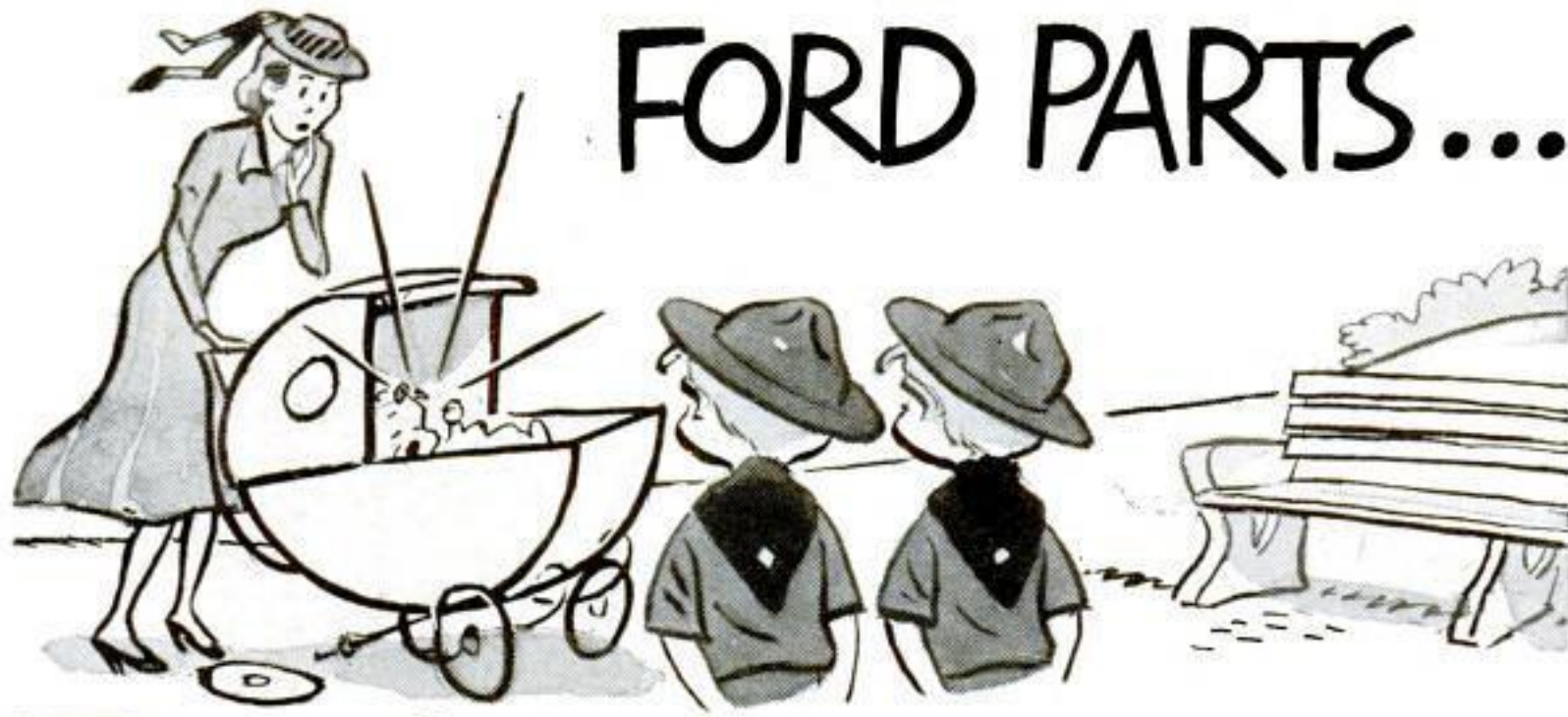


DR. SPROUL WATCHES THE GRANDFATHERS AT PLAY

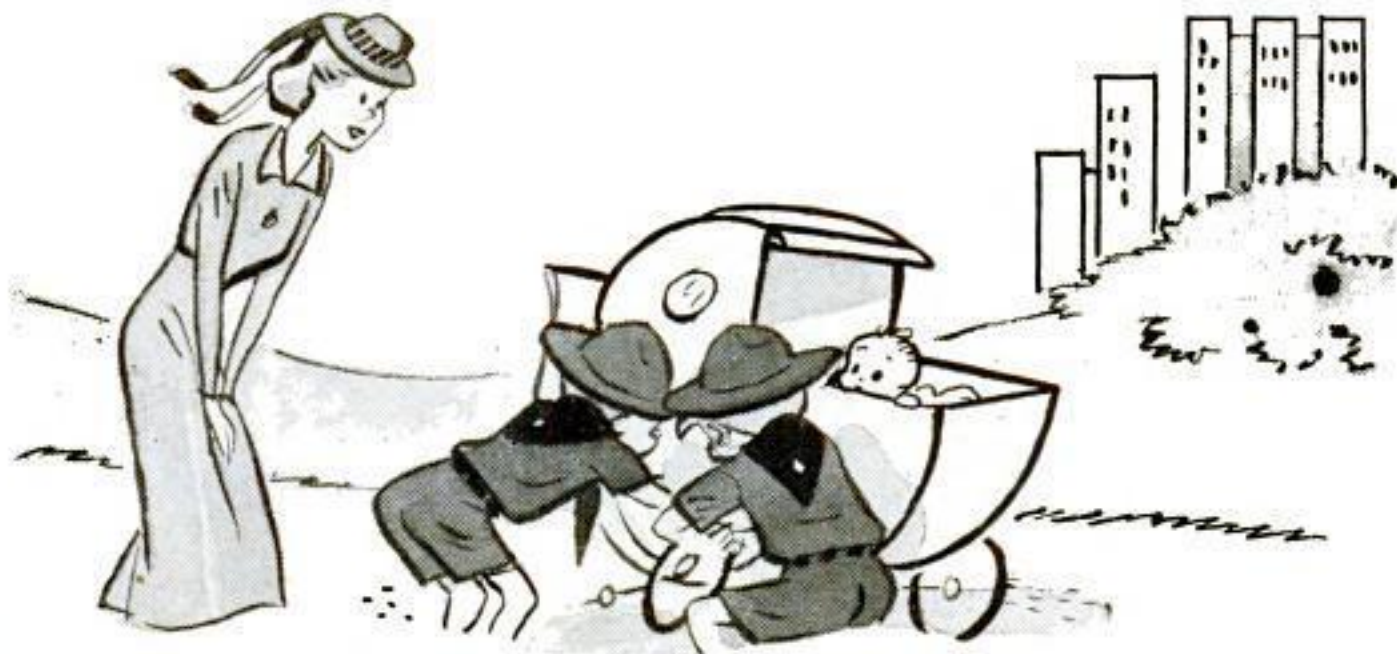
**Head of University of California  
gets into nightshirt and puts up  
with a moist sexagenarian hazing**



Just like **GENUINE  
FORD PARTS...**



They **LOOK** alike...



They **ARE** alike...



They're **IDENTICAL TWINS!**

... just as **Genuine Ford Parts** are "identical twins" of the parts built into your Ford at the factory. Because they're made right to fit right and last longer, you'll find that insisting on Genuine Ford Parts will save you time and money and stretch your Ford's life. Look for the Genuine Ford Parts Sign at all Ford Dealers and selected Independent Garages.



Look  
for this  
Sign



**RIGHT  
FOR FORDS**

## Grandfathers Club CONTINUED



**INITIATION FEE**—a bottle of Old Grand-Dad—is produced by Sproul during ceremonies which, on a sexagenarian level, paralleled freshmen's hazing.



**CHEERLEADER SPROUL**, wearing freshman's cap, leads assembled grandfathers in California cheer which goes: Oski! Wow! Wow!; Whisky! Wee! Wee!



**WEARY GRANDFATHER**, unused to such nocturnal goings on, slumbers peacefully through the party. Later fellow initiates awakened him for dinner.



Old Gold's share  
of the Alphabet  
spells  
PLEASURE



For a Treat instead of a Treatment...treat yourself to **OLD GOLDS**



Name "The Great Gildersleeve"

# WIN A NEW IN PARKAY MARGARINE'S

20 FORDS - 721 prizes in all!

*Help! Send a winning name  
for this baby girl - and I'll put  
a new Ford in your future!*



Send Red End-Flap

## HELPFUL HINTS to help you win!

Radio's comedy bachelor, "The Great Gildersleeve," is "nursemaid" to this cute little mystery baby. And he doesn't know what to call her. What name would you give her? Your suggestion may win you a '49 Ford, plus a jackpot of \$1,000.00, or any one of 700 other wonderful prizes. Here's the baby's description:

1. The Mystery Baby is a girl.
2. She weighs 16 lbs.
3. She has fluffy blonde fuzz for hair.
4. Dimpled elbows and knees—chubby as a dumpling.
5. Tiny rosebud mouth, no teeth yet—and a winning smile (yes, she does smile!)

What would you call her? There are thousands of possibilities. "Sugar," because she's so sweet. Or Violet, or Betty or Jane—a name as simple as that may win. It's easy—it's fun—read the rules and try for one of the twenty '49 Fords and that \$1,000.00 jackpot right now!



You can win even if you don't listen to "The Great Gildersleeve." But you'll have more fun if you tune in Wednesday nights 8:30 p.m., E.S.T., NBC.

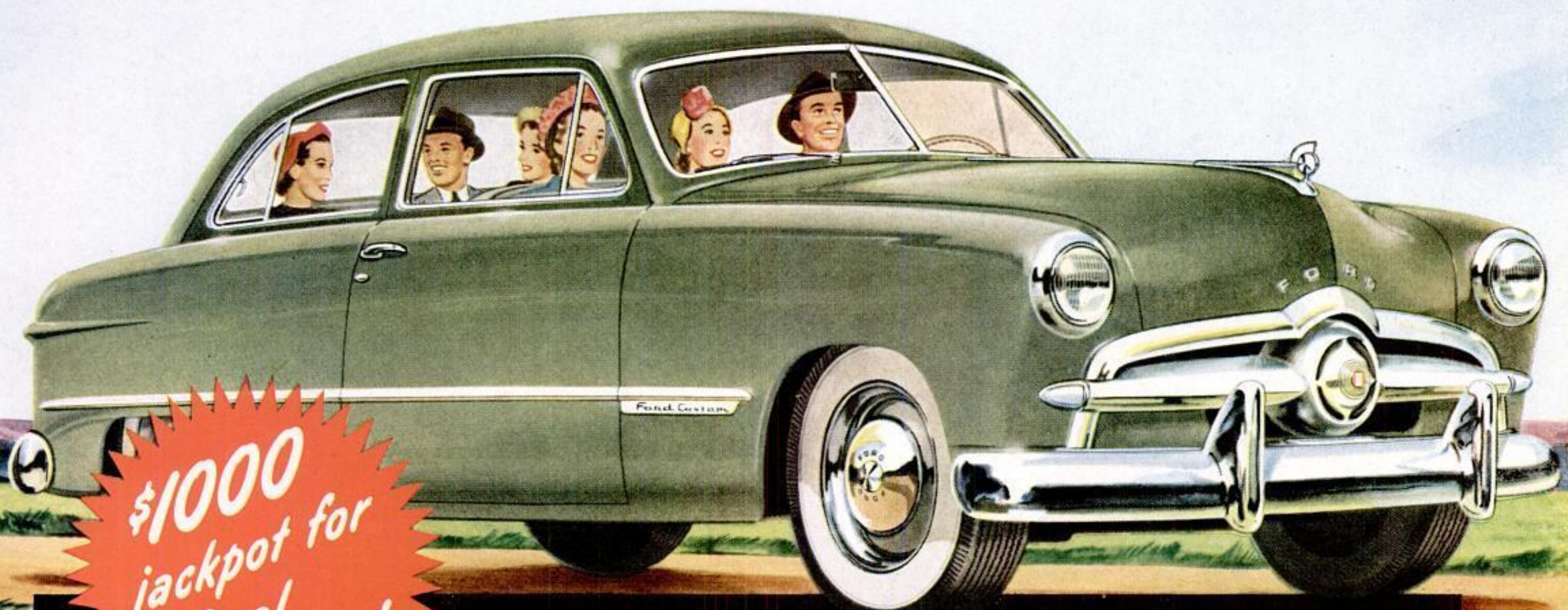




# Mystery Baby

# '49 FORD

## \$50,000.00 CONTEST



**20 FORDS! 4 every week for 5 weeks!**

OR CASH [RETAIL VALUE] IF YOU PREFER

## 721 WONDERFUL PRIZES IN ALL!

Every week! **4** '49 Fords



Every week! **20** Cory Coffee Makers



Every week! **20** "Toastermaster" toasters



Every week! **40** G. E. Table Radios



Every week! **60** Crisp new \$10 bills



### 5 Big Weekly Contests

Four '49 Fords and 140 other prizes every week for 5 weeks plus \$1,000.00 jackpot for final winner.

1st weekly contest starts October 10, ends midnight October 16.

2nd weekly contest starts October 17, ends midnight October 23.

3rd weekly contest starts October 24, ends midnight October 30.

4th weekly contest starts October 31, ends midnight November 6.

5th weekly contest starts November 7, ends midnight November 13.

### SO EASY! SUCH FUN! FOLLOW THESE SIMPLE RULES TO WIN!

1. Print or write plainly your choice of a name for The Great Gildersleeve Mystery Baby on coupon here, on grocery store entry blank or plain sheet of paper.

2. Send in as many entries as you wish. Write each name you send on a separate entry blank (your dealer has them) or on a separate plain sheet of paper. With each entry enclose the red end-flap from a package of Parkay Margarine.

3. Print your name and address plainly on your entry. (Include, too, the name and address of the dealer from whom you bought your Parkay Margarine.) Send your entries to: Parkay Margarine, Box 736—Chicago 77, Illinois.

4. There will be five weekly contests. First contest starts October 10, 1948, last contest ends midnight November 13, 1948. All entries must be postmarked before midnight of each closing date. Entries received before midnight October 16th will be judged in the first week's contest. Thereafter, entries will be judged in each week's contest as received. Entries for the final week's contest must be postmarked before

midnight November 13 and received by November 20, 1948. No entries will be returned, and no correspondence entered into. You accept conditions of these rules when you enter.

5. Winners and weekly prize winners will be notified by mail. Ford winners are eligible for the \$1,000.00 jackpot prize and agree not to sell their prizes (if Ford is selected instead of cash) for one year. Complete lists of winners sent on request to anyone sending a self-addressed, stamped envelope. Weekly Ford winners will be announced on "The Great Gildersleeve" radio program, Wednesdays, 8:30 p.m., E.S.T., NBC.

6. Entries will be judged on originality, uniqueness and aptness of thought. Judge's decision is final. Duplicate prizes in case of ties. All entries become the property of Kraft Foods Company.

7. Any person living in the continental limits of the United States may enter this contest—except employees of the Kraft Foods Company, its advertising agencies and members of their families. Contest subject to Federal and State regulations.

### How to win your new '49 FORD!

"The Great Gildersleeve"... radio's popular bachelor... has become "nurse-aid" to a cuddly little lost baby girl. He doesn't know who she belongs to—she has no name—and he needs your help. Name this Mystery Baby for him... and win a brand new '49 Ford!

**20 Cars to be given away!** Yes, 20 lucky entrants can win new Fords—"The Car of the Year"—in this easy Parkay Margarine baby naming contest. Four new Fords will be given away every week for 5 weeks. In addition, the final winner will receive a jackpot of \$1,000—and 140 other wonderful prizes will be given away weekly, beginning October 10, 1948.

**Easy to win—here's all you do!** Just name the Great Gildersleeve Mystery Baby. She's blonde, she's cute, she's cuddly.

Thinking up names for her will be easy—fun, too. You don't have to be clever to win. You might call her Rose because of her rosebud mouth, or June or Wendy—names as simple as that might win. These are just samples, of course—you can easily think up better names yourself. Don't wait—start entering now. Enter every week, as often as you like. With each entry include the red end-flap from a package of Parkay Margarine. You'll love Parkay—it's the Kraft quality margarine with the wonderful, sweet-tasting flavor. Buy some flavor-fresh Parkay—clip the coupon and send in your first entry *now*—get additional entry blanks from your dealer.

**Clip coupon now...** get additional entry blanks from your dealer. Enclose the red end-flap from a package of Parkay Margarine with each entry. Send to Parkay Margarine, Box 736—Chicago 77, Illinois.

I name "The Great Gildersleeve" Mystery Baby.....

My own name is.....

My address is.....

City.....Zone.....State.....

My dealer's name and address is.....



# Hunt-for the best Tomato Sauce



*It's all tomato...*

*Kettle-simmered for you with  
delicious seasonings and spices*

*But it costs you only a few  
cents at your grocer's!*



The wonderful cooking sauce  
from California!







WHILE HER HUSBAND ANSWERS ONE TELEPHONE AND HANDS HER ANOTHER, EILEEN FORD, ON A THIRD, LINES UP A NEW JOB FOR ONE OF HER 34 FASHION MODELS

## FAMILY-STYLE MODEL AGENCY

A young couple runs up a \$250,000 yearly business on seven telephones

Eileen and Gerard Ford spend 11 hours a day in a third-floor room on New York's dreary Second Avenue. Here, using seven telephones, they complete 275 calls a day in a constant stream of activity which last year grossed them \$250,000. For the Fords are agents for 34 of New York's most beautiful fashion models (*next page*) for whom they make appointments with magazines and advertising agencies.

It all started when Mrs. Ford offered to handle the phone calls of a friend who was a model. Other girls heard about this service and soon business

grew so brisk that Mr. Ford, an ex-Notre Dame end who was hoping for a career in professional football, turned to model-booking himself. Half the Fords' girls have come over to them from big agencies like Powers and Conover because the Fords have the time and inclination to take a personal interest in their careers and to look after their personal welfare. Specializing in "high fashion" types, they refuse to let their girls pose for undignified cheesecake pictures or deodorant ads (*p. 69*). Their policies have proved so popular that they are now even dickering for an eighth telephone.



AGENCY OFFICE is on third floor of building whose entrance is flanked by a funeral parlor and cigar store.





## Choose Sterling Inspired by the World's Loveliest Masterpieces!

The beauty you'll find in Watson Sterling deserves to be prized more highly than that of ordinary silver.

Each of the twelve Watson patterns was inspired directly by silver masterpieces that have been famous for their beauty for hundreds of years. And you'll see in each Watson knife, fork and spoon not only their great beauty of design, but the same perfection of craftsmanship...in depth of cut...clearness of detail...

harmony and grace of proportion that make the original pieces collectors' items today.

Ask your jeweler to show you Watson Sterling now. Any of the patterns shown here, or Lotus, Windsor Rose, Windsor Manor, Victoria, George II, Colonial Fiddle or Colonial Antique.

Each is designed to give you the beauty and distinction of the finest sterling silver ever made. The Watson Company, 14108 Watson Park, Attleboro, Mass.

You can buy a complete, 6-pc. place-setting in Watson Sterling for as little as \$25, federal tax included.

# Watson Sterling



MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES



**FORDS' BEAUTIES** gather in the small office of their agency to pose with Jerry Ford and his wife (she is second from right in back row). The girls charge



**FIRST AID** is given to Model Sandra Nelson by Eileen after a grueling posing session has blistered her feet. Models also get free Cokes and sandwiches.





an average of \$20 an hour for posing, of which the Fords get 10%. Unlike most agency models the girls actually like to drop in after work just to visit.



**REPAIRING GOWN** so Model Barbara Mullen can wear it to a party, Eileen provides one of the extra services which make agency popular with its models.

CONTINUED ON NEXT PAGE



## New High in Glamor... *Life's Exclusive "Figure-Type" Fit*

Life Bra and Life Girdle glorify YOUR figure because they're proportioned not only to your size—but to your exact figure type. For example—Life Bra is made up of 9 separately designed pieces and each piece is changed in proportion for every size and every cup width! And each section of a Life Girdle, too, is proportioned to give you a "Figure-Type" fit from waist to hips to thighs—whatever your size or figure variations. Be fitted today for a new high in glamor. At better stores anywhere.

*Formfit*  
"TAILORED-TO-FIT"

*Life*

Bras from \$1.25  
High-Life Girdle illustrated, comes  
in 14", 15", or 16" length \$16.50  
Other Life Girdles from \$7.50

MADE ONLY BY THE FORMFIT COMPANY • CHICAGO, NEW YORK



# Jayson Whitehall

THE SHIRT THAT GIVES MOST FOR THE MONEY!



Made of IMPORTED EGYPTIAN COTTON—worth twice as much as cotton used in even higher priced shirts!

## 60% STRONGER

Egyptian Cotton's longer fibre makes Whitehall 60% stronger by test\* than shirts at higher prices. WEARS MUCH LONGER.

## GREATER PERMANENT LUSTRE

Sparkles more brightly even after a year's laundering. Lustre can't wash out. Smoother, richer, luxury look and feel thru-out its longer life.

## DEMAND WHITEHALL...

THE LUXURY SHIRT AT THE ECONOMY PRICE—In Broadcloth or Oxford—all popular collar styles.

ONLY \$3.95



\*U. S. Testing Co., Inc., Tensile Strength Test No. 80856 and Hatch Textile Research, Tensile Strength Test. Fabric shrinkage less than 1% by Government Standard Test.

WHITEHALL SYMBOL OF GREATER VALUE IN ALL JAYSON PRODUCTS

F. JACOBSON & SONS, INC., 1115 BROADWAY, NEW YORK 10  
SHIRTS • SPORTWEAR • PAJAMAS • MAKERS OF **Exello Shirts**

## Model Agency CONTINUED



**RETURNING A FAVOR**, Joan Pedersen, model who has twice been a *Vogue* cover girl, baby-sits with the Fords' daughter while mother sticks close to desk.



**STILL PHONING** to arrange jobs, Eileen needs a quick massage to repair the damage done to her shoulder by using it constantly to hold the receiver.

CONTINUED ON PAGE 68





## A HARVEST OF GOOD HEALTH and fashion too . . .

for these rain and snow shutter-outers have real style. Actually,

you look smarter, better-dressed when weather is rough if your feet are ready for it. There's nothing very smart about damp ankles . . . wet leather . . . or water-logged shoes. To locate that snow, rain, or fun boot that's tailored to your specifications, ask to see the really satisfying U. S. Gaytees and Men's U. S. Royal Footwear.

CONTINENTAL, very light weight and slim looking, KWIK zipped for easy entrance and exit. PEERLESS, a fur-trimmed boot of snow-shedding velveteen.



# Is your family ready for winter?



**Mother Chooses From:** GOSSAMER BOOT, left, so like suede it's unbelievable to find it's rubber . . . for that light feminine look about the ankle and foot.

BOTANY CONTINENTAL, slick and slim gaiter style, beautiful with tweeds or town woolens . . . of Botany flannel.



**For Almost Grown-up Girls:** SNOWSTER, deep-ribbed velveteen for foot flattery; fleece lined for warmth, cosy cuffs. LOAFER, rubbers modeled after your favorite shoe.

GRENADIER, free and easy net-lined boot . . . wide topped to tuck away slacks . . . side opening, KWIK slide-fastened.



**Little Brother and Sister:** ROMPER BOOT, a cute shoe almost like a small jodhpur boot. Warm fleece lining.

SNO PAL, a miniature Santa Claus boot, warmly fleece lined, topped with cosy fur cuff. Wide opening and gusset to close out snow.



### MEN'S U. S. ROYAL FOOTWEAR

MEN'S SUBURBAN BOOT, no weight to speak of, goes on effortlessly. Wide topped, to tuck trousers from drifts. Sling them into the car, use them often.

MEN'S MOCCASIN SANDAL, like a smart brown shoe.



U.S. **Gaytees**  
Fashion Over-the-Shoe



UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK

Serving Through Science



The New ANTIQUE BOX  
1 lb. \$1.50



The Popular FAIRHILL  
1 lb. \$1.50  
2 lb. \$3.00



NOW!

• 3 FINE ASSORTMENTS • • •

ONE FINE NAME—

And One Fine Quality...

Now—to join the world-famous Sampler and the popular Fairhill—comes the brilliant new Whitman's assortment called the Antique Box. Attractively decorated with authentic Pennsylvania Dutch motifs, it offers an exceptional choice of Whitman's quality chocolates. You'll find all three of these fine assortments at your favorite Whitman's dealer's.

*Whitman's*  
CHOCOLATES



Saturday, October 16,  
is Sweetest Day. Remember  
to make someone happy.



1 lb. \$2.00  
2 lb. \$4.00

The World-famed  
Whitman's SAMPLER

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

COPY, 1948, STEPHEN F. WHITMAN & SON, INC., PHILA.

Copyrighted material



# THE FORDS BAN THESE POSES



**CRIME ILLUSTRATIONS** like this are often resorted to by beginning models who need work, but Ford agency considers them too undignified for its girls.



**BRASSIERE AD** is ruled out. Other agencies allow it but charge double.



**BATHTUB POSE**, often requested by advertisers, is vetoed by the Fords.



**BOSOMY HEROINES** for book jackets are never furnished by the Fords.



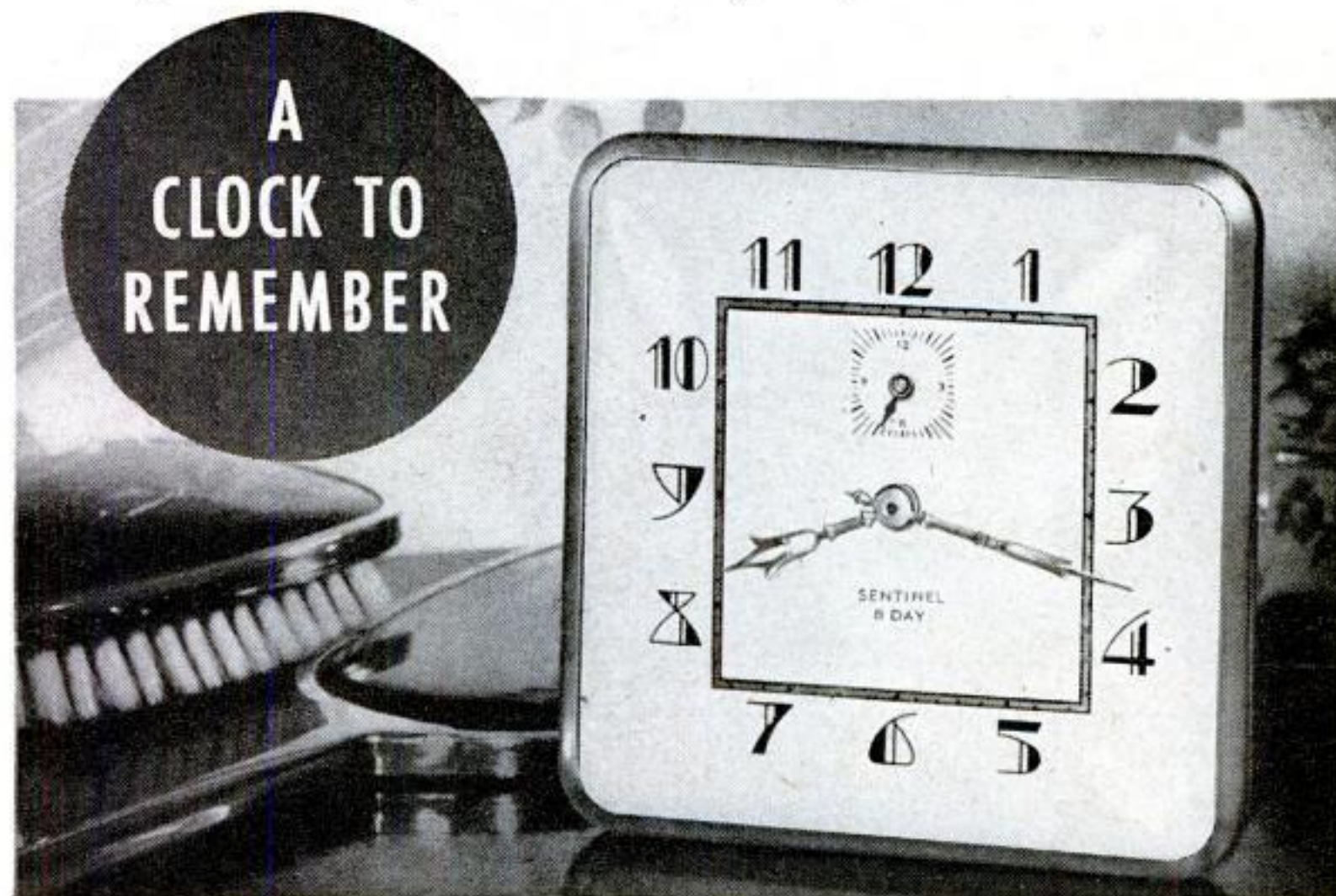
**DEODORANT AD** is frowned upon as not worthy of girls' special talents.



A  
TIME TO  
REMEMBER

*The night he popped the question*

Will you ever forget the night he whispered the words that made you his very own? It may have happened years ago, but that memory is still fresh—truly a time to remember.



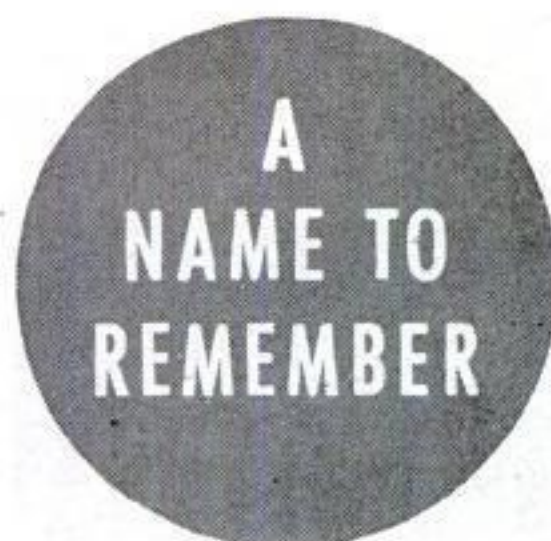
A  
CLOCK TO  
REMEMBER

*Sentinel "Liberator"—A household beauty—\$4<sup>50</sup>*

What a pleasure to remember the time with this lovely 8-day Alarm Clock! Its modern case has a gleaming ivory finish which blends beautifully with its brass-plated dial frame. Note, too, the graceful filigreed hands. You need wind this thrifty household beauty only once a week.

"Liberator" is only one of the great Sentinel line of hand-wound and electric clocks, wrist and pocket watches which are at better dealers everywhere. They are all moderately priced, and carefully made with 117 years' experience. Send for free picture folder of Sentinel Clocks and Watches.

THE E. INGRAHAM COMPANY  
Bristol, Connecticut • Established 1831

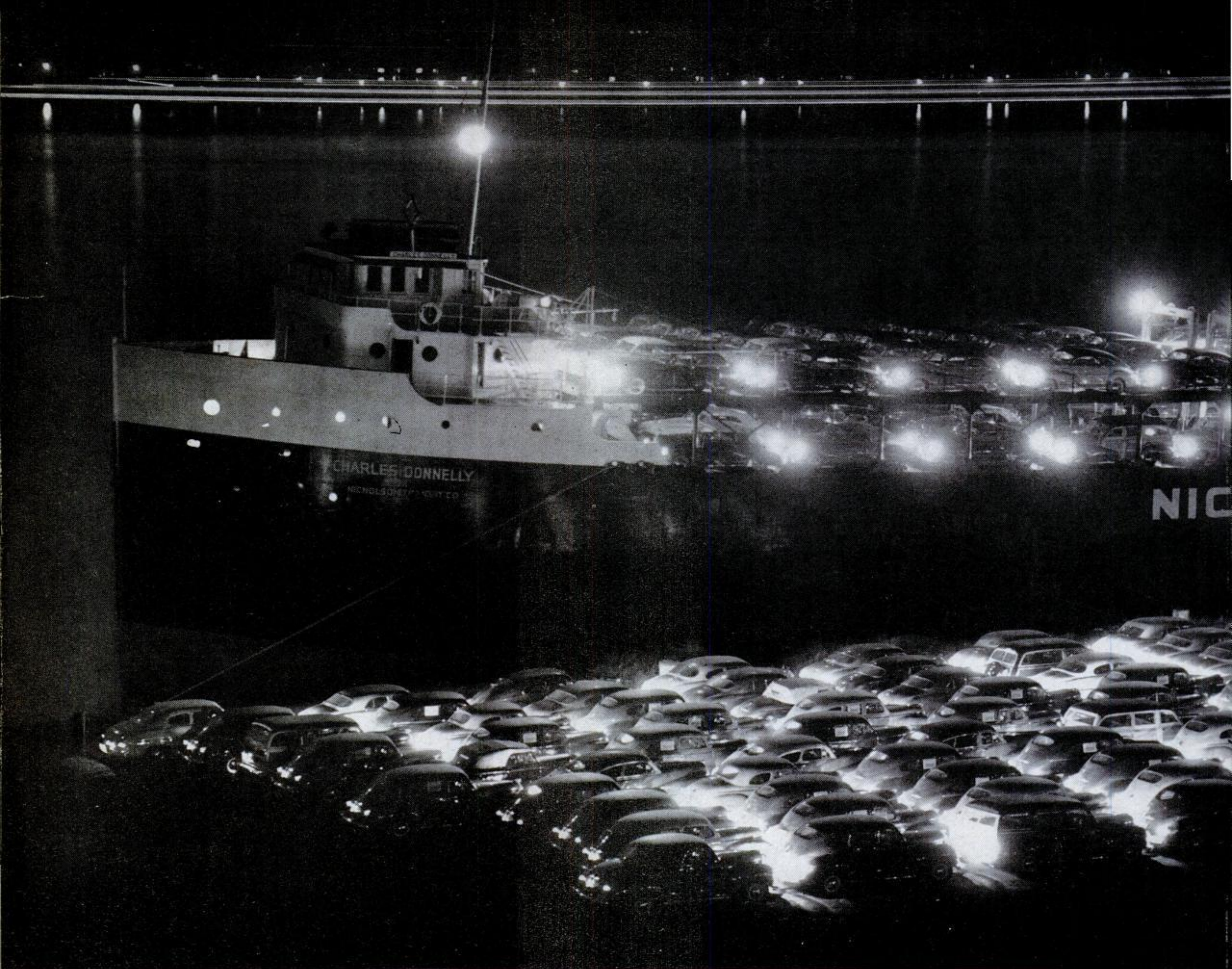


A  
NAME TO  
REMEMBER



©1948. Prices exclusive of taxes and subject to change

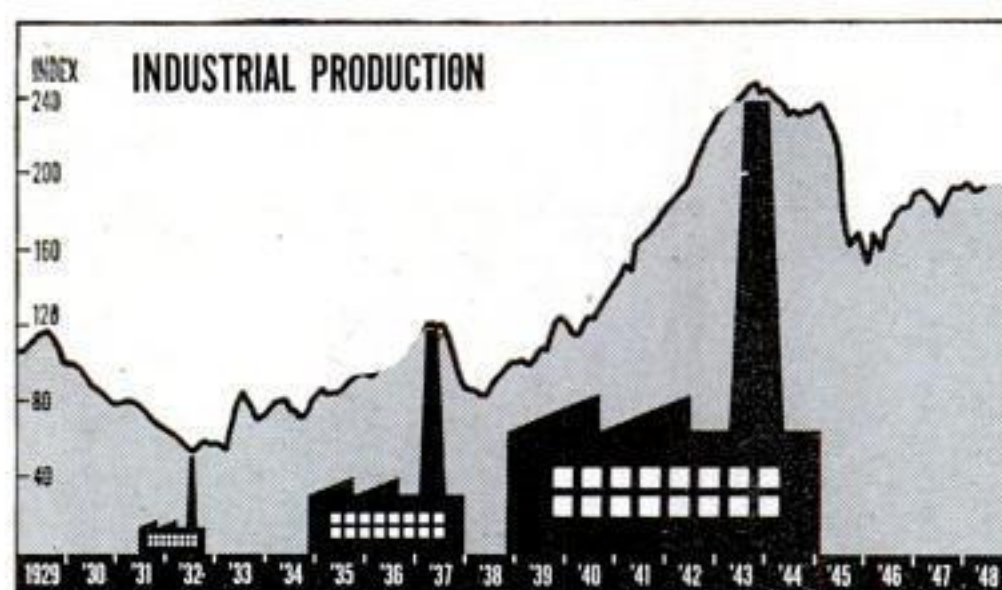




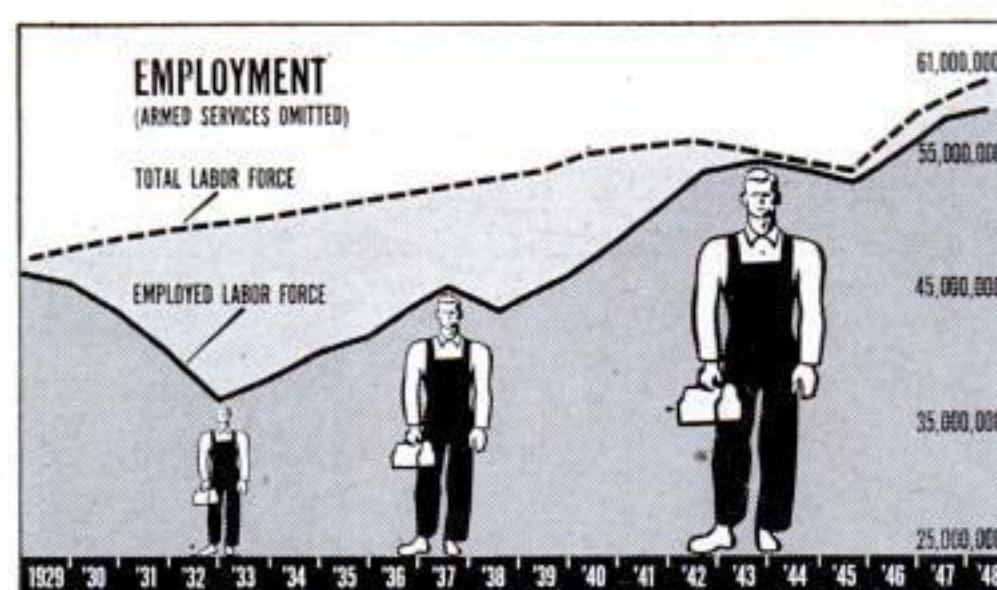
IN THE DETROIT RIVER A FREIGHTER TAKES ABOARD 380 AUTOMOBILES OF FIVE DIFFERENT MAKES—ABOUT 23 MINUTES'

# AMERICAN PRODUCTION

Never before has such a volume of goods  
been manufactured by a nation at peace



**VOLUME OF PRODUCTION**, surging up after a post-war drop, stands at 189 compared to prewar index of 100.



**PEAK EMPLOYMENT** has hit 59 million. Of 2.2 million without jobs many are only temporarily out of work.





PRODUCTION FOR DETROIT—TO CARRY THEM EASTWARD DOWN LAKE ERIE TO CONSUMERS IN CLEVELAND AND BUFFALO

**I**N this first week of October 1948, American production stands on its greatest peacetime pinnacle, a height no other nation in all the years of the world has ever scaled. So many people are producing so many things that every hour the work of their hands can make a pile larger than the Great Pyramid of Egypt; so many goods flow from American factories in a single week that all the seagoing ships on earth are not enough to carry them. The bare bones of this fact can be seen in charts which show the index of national production standing here and now at 189% (taking 1935-39 period as 100), the total number of employed workers at 59 million (the highest prewar peak was 50 million). A tiny fragment of it can be seen on the dockside at Detroit (*above*), where 380 new cars have already been loaded aboard a Great Lakes freighter and 180 others wait their turn to be shipped to consumers—who still cannot get enough.

Most Americans, who are individual producers and consumers, necessarily have a limited view of production as a whole, like sign painters who work all day on a 100-foot likeness of Betty Grable and at night dream of her as one gigantic eyebrow. The worker who finishes a pair of shoes on Friday afternoon in a red-brick factory in Brockton, Mass. does not realize that they are one of 1,800,000 pairs produced in the nation on that day. The chemist who turns a bright green valve in Freeport, Texas is not always aware of the fact that his entire industry has that day produced material for 38 million plastic buttons, two million pairs of nylon stockings. The assembly-line worker in Erie, Pa., awed and thrilled by the knowledge that he and his friends have just built a refrigerator in 83 minutes, sometimes misses the greater thrill of knowing that that refrigerator is one of four million which will be "Made in U.S.A." this year. So it is with bolts, bottles, bits, bats and butts, sewing machines, steam shovels, manifolds and micrometers, turbines and trailers and tractors, hot cross buns and whisky. Except among the chart readers and among those who have the opportunity to study U.S. production at random—see the

next 25 pages—the monolithic facts are just beginning to be perceived.

As the perception grows, a new kind of American aristocracy arises—the "production men" (*pp.* 77-79). These men, long in the shadow cast by the depression and victimized by the political fashion to accuse them of having caused it, began to come into their own early in the war when President Roosevelt reached into industry for a man—the late William S. Knudsen—to run the War Production Board. Now they are emerging into a welcome prominence which their forebears seldom knew. The decision of a young man to enter industry is no longer made with any distaste. Many of the most brilliant college graduates in the country are rushing into production jobs as rapidly as they can be absorbed. The new dignity of production also extends to workers far removed from the front office. The man who can machine a giant casting to a tolerance of 1/1,000 inch is himself an industrial aristocrat. Pride is one contributing factor to the blunt fact that today—despite loud charges to the contrary—the average worker produces more than he did 10 years ago. Today the index of production per man hour is 33% greater than in 1938, 60% greater than in 1929.

It is a fact now plain to everyone that production won World War II for the U.S. When 10 planes were needed, 100 got there. If a tank was destroyed five others took its place. If the strategists had decided that Japan could best be subdued by being buried under a 10-foot blanket of carved walnut piano legs stretching from Hokkaido to Kyushu, Americans would have turned out the piano legs and built transports to get them there. In war or peace, production is a joy and a necessity for Americans. It is their dearest means of self-expression. Their hope for survival lies in America's new frontiers (*p.* 92) and in the fact that new frontiers can still be discovered. Now, although some economists think they see around the corner the specter of saturation, American production in this first week of October 1948 is sending up a roar which shakes the world.





A "SHOP MULE," THE THREE-WHEEL TRACTOR USED IN PROVISIO YARD, DUCKS IN AND OUT THROUGH WELTER OF PRODUCTS EN ROUTE

# RAIL YARD

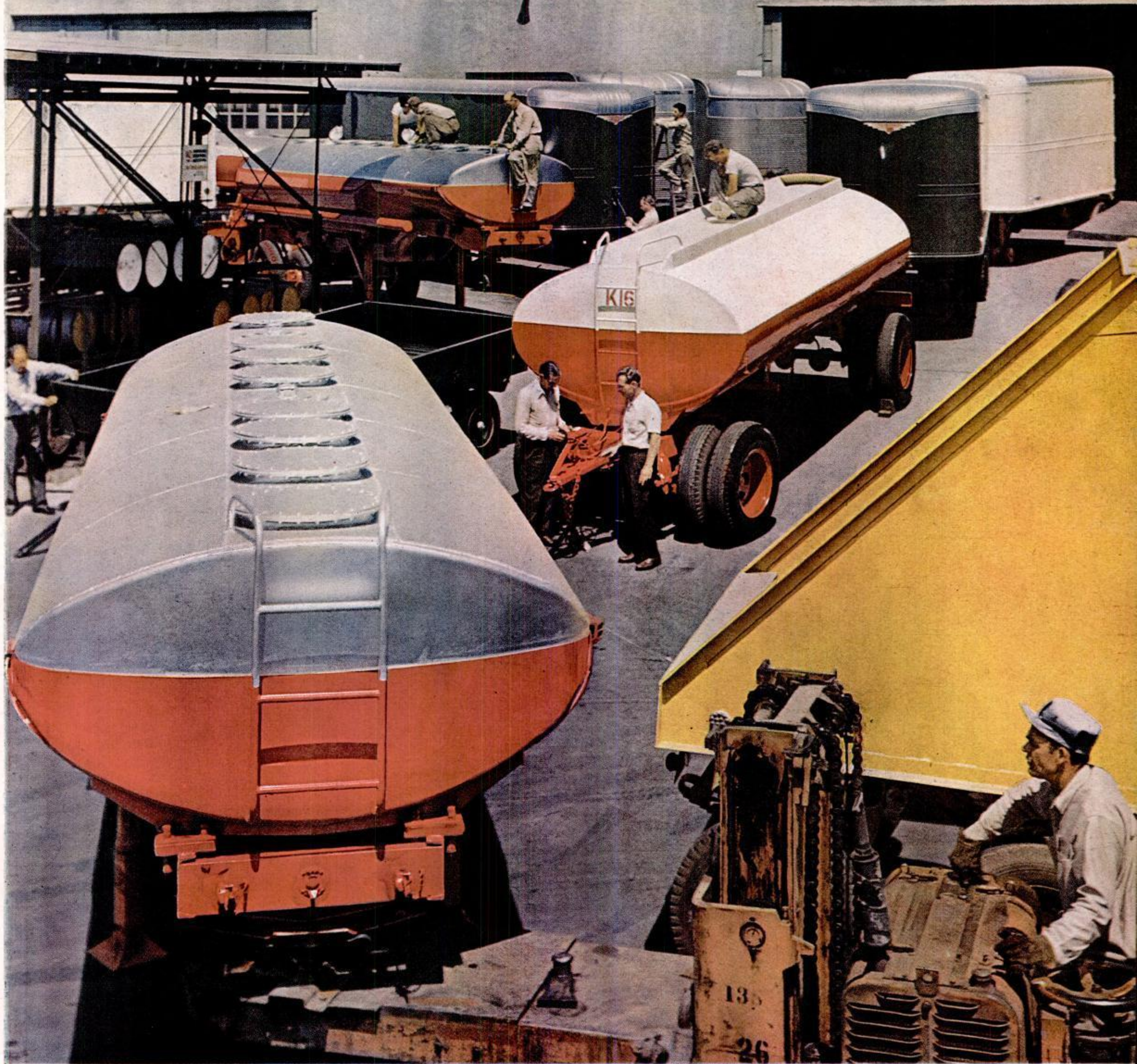
It ships a huge variety

To handle the huge production of America, the railroads and truck lines must have monstrous terminals. This is one platform of the Proviso Freight Yard in Chicago, the biggest terminal in the world. Proviso Yard, once a swamp, was filled in with slag from the busy steel mills. Now the yard can load and unload 700 freight cars

in the warehouse at the same time. Like Proviso, U.S. shipping terminals have to be big, for the U.S. not only produces in huge quantity but it also produces in phenomenal variety. Some of the cumbersome shapes and sizes the terminals must handle can be seen by the varieties of products shown on the following pages.



*"Engineered Transportation"*  
**FRUEHAUF TRAILER CO.**



TRAILERS NEAR COMPLETION IN CALIFORNIA. TANKER AT LEFT IS GOING TO MIDDLE EAST, YELLOW HOPPER TRAILER AT RIGHT TO HAWAII

# TRAILERS

U.S. serves the world

Every year the U.S. turns out about 60,000 big trailers like those shown above—enough to make an unbroken line of traffic from Chicago to St. Louis. The biggest tankers can carry 5,000 gallons. Each van can carry 12 tons of goods in its 1,500-cubic-foot interior—a load of about 20,000 dozen eggs or 375,000 packages of ciga-

rets. Most of the trucks and trailers distribute goods along U.S. highways and city streets. But the manufacturing industry is on such an efficient mass-production basis that it can also make many units for export. Last year it exported \$21,452,000 worth of trailers of all types—even to such places as Togoland and Tahiti.

CONTINUED ON NEXT PAGE





WITH AUTOMATIC CUTTER A NEW ORLEANS WORKMAN SLICES CLOTH INTO WEMBLEY, INC. TIES. HIS MACHINE CAN CUT 120 LAYERS

# NECKTIES

They too are mass-made

Even the ancient art of needlecraft, one of the stubbornest holdouts against the machine age, has been partially transformed by modern industry. The sewing machine has made the thimble almost obsolete, and the electric cutting machine does the work of several scores of scissors. Modern necktie factories produce 192 million

pieces a year—the equivalent of 145,000 miles of ties. (The Wembley, Inc. company plant alone can make 36,000 ties a day.) Every year the U.S. also makes 26 million men's suits, about 125 million pairs of men's shoes and 250 million men's shirts in addition to almost two million pairs of overalls and three million pairs of work pants.





COLORFUL KITCHENWARE TAKES SHAPE AT A PLASTICS COMPANY WHICH IS ONLY 10 YEARS OLD BUT GROSSES \$2 MILLION

# PLASTICS

This year's growth: 50%

If it were not for television plastics would be the nation's most spectacular boom. In 1929 the U.S. made 55 million pounds of plastics. By 1939 this had quintupled to 247 million. Last year the total had again quadrupled to a billion. And this year the output is increasing by 50% to 1.5 billion pounds. Modern plastics replace thousands

of tons of metal and whole forests of trees in making such things as radio cabinets, toys, airplanes, kitchenware, furniture and clothes hangers. The industry is expanding so rapidly that a small firm like the Columbus Plastic Products, Inc., whose factory is shown above, can do a \$2 million business on a \$400,000 investment.

CONTINUED ON NEXT PAGE





A FIELDFUL OF TRACTORS AWAITS SHIPMENT TO U. S. FARMERS OUTSIDE THE INTERNATIONAL HARVESTER CO.'S PLANT IN LOUISVILLE, KY.

# TRACTORS

Output: 421,000 a year

The brand-new machines shown above, their high silver exhaust pipes glistening in the sun, are the farmer's best friend. Hitched to the proper attachments, they can plow, cultivate and harvest—much faster than a man could ever work with a horse. Along with the other farm machinery mass-produced in recent years, they

enable the U.S. to grow more crops per farmer than has ever been grown anywhere in history—an amount that would have amazed such old agricultural experts as Thomas Jefferson. U.S. factories now make 421,000 new farm tractors a year—enough to plow every square inch of a state like Indiana inside a single work week.





**INLAND STEEL'S** Fred Gillies, 52, got his start as a plant foreman when he was 27. He has since worked his way up through the plant and now he bosses the whole operation.



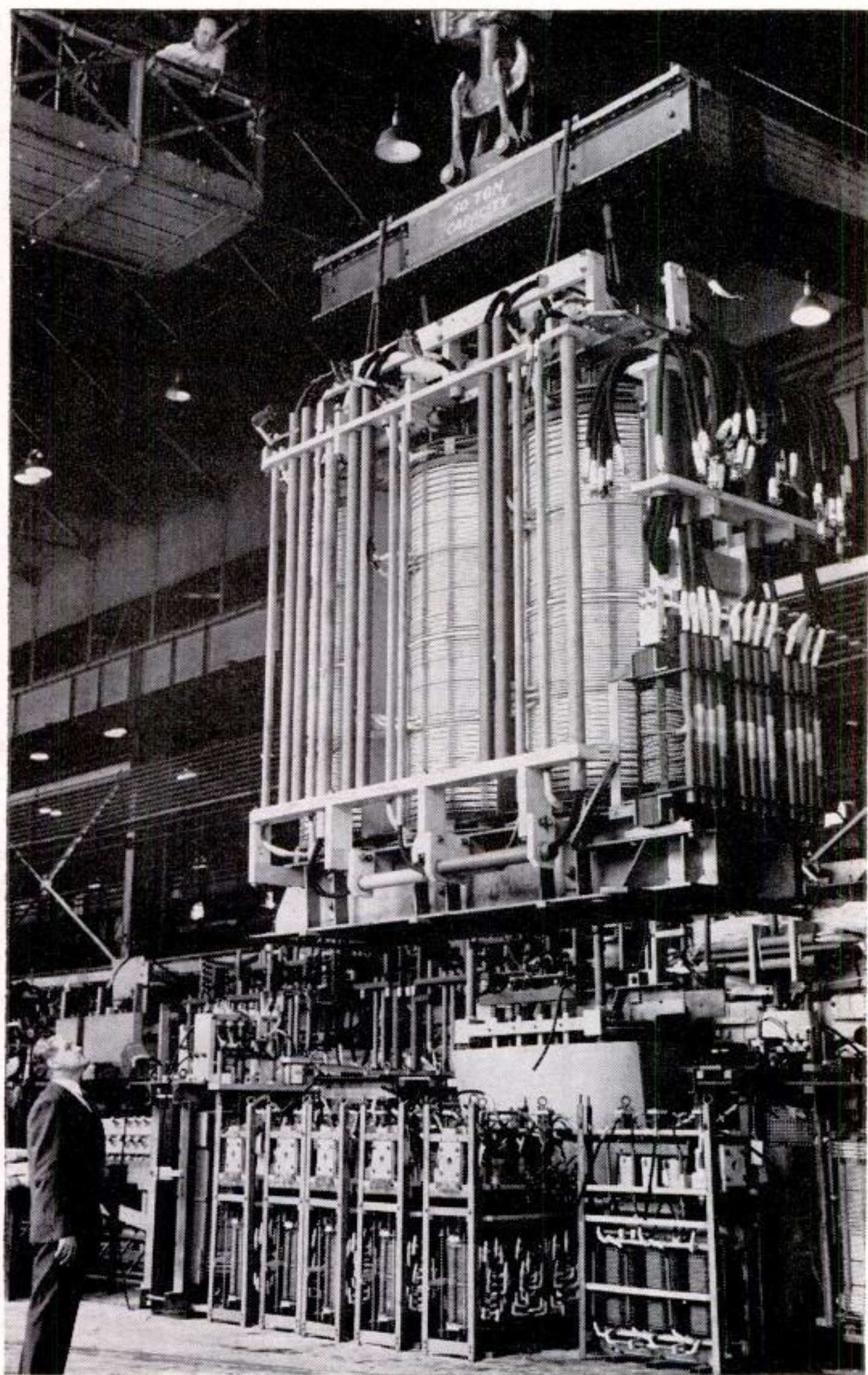
**CINCINNATI MILLING MACHINE'S** Philip C. Hewett, 46, quit college to take a job in a repair shop. He now decides what type of machine his firm's customers need.



**LIBBEY-OWENS-FORD'S** David H. Goodwillie, 61, quit a white-collar job and got into overalls to learn the glass-making business. He helped develop safety glass.



**WESTINGHOUSE'S** L. E. Osborne, 54, started as toolman, is now production boss for the company.



**PRODUCTION MAN** George Hiser admiringly watches as a completed transformer is about to be lowered into a steel casing at G.E.'s Pittsfield, Mass. plant.

# PRODUCTION MAN

## Key figure in the U.S. factory is diligent, clever, sleepless

Maintaining the enormous flow of U.S. production requires an enormous variety of workmen—sweepers, mechanics, toolmakers, vice presidents. But if one job may be singled out as the most vitally important, it is almost certainly that of production man. His title may be works manager, plant supervisor or vice president in charge of operations. But his job is always the same: to deliver the goods and at a cost that will make the whole venture profitable. To accomplish this he must set up a production line, keep it moving, schedule its supplies and subassemblies, maintain quality, see that the machines work efficiently—and in between, plan retooling for the next model. This requires a type of man which, produced in the U.S. in comparative plenty, may itself be regarded as one of the notable achievements of American production. Some of the best are pictured along the top and bottom of this and the following two pages.

Usually they are college graduates, although some learned the correspondence-school way. They often wear their hats even in the office, a habit acquired during years spent "in the shop," for a good production man almost always started at the bottom and knows his company's every operation better than his own scarred palm. Usually he was born a little before the turn of the century and often helped to create the methods and machinery which have made faster and better production possible. He has worked hard and has an instinct for leadership which makes others work hard without resentment. He is aggressive yet friendly, imaginative yet practical, and he fervently believes that a fast-moving production line (*next page*) is the most beautiful sight on earth. One was recently asked why he seldom took time off. "Well," he said, "it's like this. First you're tooling for your new models and you work night and day for weeks without sleep, hardly. You just get your new line working and a bug develops, and you can't rest until it's ironed out. Then, when it's finally going, you don't like to take a day off because it's such a pleasure just to stand there watching and listening to the damned thing hum."

**WEYERHAEUSER TIMBER'S** Harry Morgan, 59, was a bookkeeper for a lumber company when he was 16, but he quit his job to go to high school and business college.



**FIRESTONE TIRE'S** James E. Trainer, 53, graduate of Pratt Institute in electrical engineering, increased plants from 18 to 27, quadrupled production in 10 years.



**GENERAL ELECTRIC'S** Hardage L. Andrews, college graduate, helped develop electric locomotives, trolleys, buses before taking over the appliance division in 1939.



**SHELL CHEMICAL'S** Bernard M. Downey, 41, has helped design five Shell alcohol-producing plants.







**BROCKWAY GLASS F. B. Hess, 43,** worked up to become production boss from a job in warehouse after college.



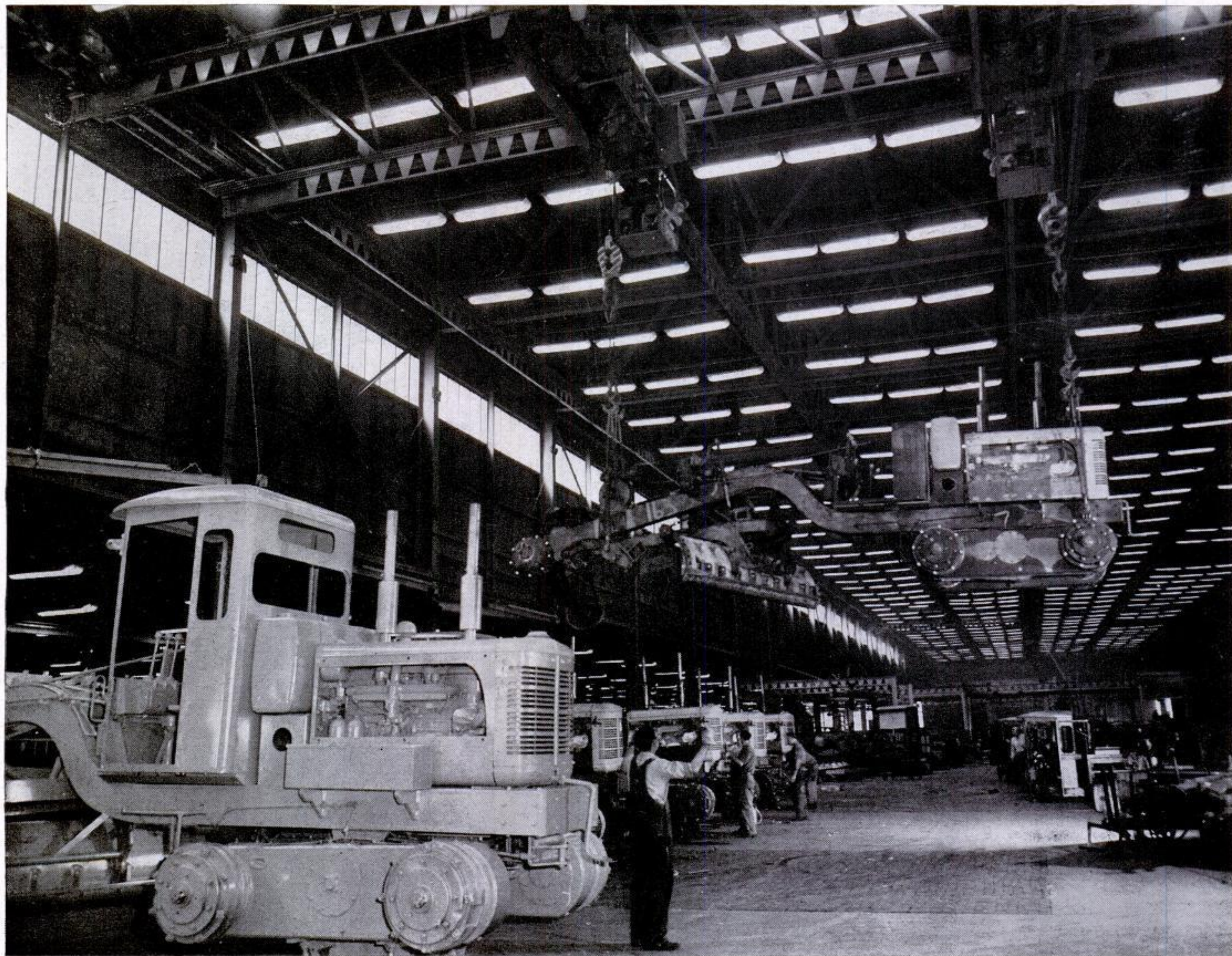
**GOODYEAR'S William Wolfe, 57,** graduated from college in 1910, worked in three rubber companies and handled all tires, from bicycle to tractor. He now runs nine plants.



**CHEVROLET'S Hugh Dean, 60,** despite college and two years of law, worked in Chevrolet forge shop before rising to his present position. He always flies between his plants.



**DU PONT'S William T. Wood, 43,** has worked his way up through company in 24 years. He is now director of all the nylon production of Du Pont.



**WHILE OTHERS WAIT, CRANE SWINGS A 30,000-POUND ROAD GRADER TO THE PAINT SHOP IN J. D. ADAMS PLANT IN INDIANAPOLIS**

**WESTINGHOUSE'S Clarence Van Derau, 56,** started when he was 14. He now bosses Mansfield appliance plant.

**GENERAL ELECTRIC'S Martin Sloan** worked his way in school, started with G.E. in 1910, developed sealed-beam headlight, heads production of 10,000 kinds of lamps.

**CARNEGIE-ILLINOIS' S. M. Jenks, 47,** graduated from college and went to work as blast-furnace blower. He is now superintendent of Carnegie-Illinois' Gary steelworks.

**DEERING - MILLIKEN MILLS'S Alan B. Sibley, 45,** started 20 years ago, now is in charge of the production of three Deering-Milliken mills.







**LEHIGH PORTLAND'S** Roy N. Young, 61, worked 13 hours, seven nights a week, for \$60 a month to learn the cement business, starting in 1915.



**CATERPILLAR TRACTOR'S** James R. Munro, 44, became factory manager in 1936, now directs all the company's production. He quit high school for an apprenticeship.



**BETHLEHEM STEEL'S** S. J. Cort upped ingot capacity from 1,850,000 to 4,200,000 tons a year in his 19 years at the Sparrows Point plant. He has been in steel since 1906.



**HUMBLE OIL CO.'S** David Frame, 58, started as a scout for Humble after World War I, helped in its development.



**PARTIALLY CRATED REFRIGERATORS BLUR FILM AS THEY MOVE ALONG LINE IN THE NASH-KELVINATOR'S GRAND RAPIDS PLANT**

**DAN RIVER MILLS'** Russell Newton, 49, worked in every department of a Georgia mill after he graduated from Georgia School of Technology.

**WARNER & SWASEY'S** George V. Black, 54, quit high school in his second year for a job as mail boy at the plant in 1910, now helps keep 10,000 parts moving to assembly line.

**PITTSBURGH COAL'S** G. A. Shoemaker, 47, pioneered in mechanical mining and use of shuttle cars after taking a bachelor of science degree in mechanical engineering.

**GENERAL MOTORS'** Cyrus R. Osborn, graduate engineer, has quintupled the production of diesel locomotives.







THE HOME PLANT OF G.E. IN SCHENECTADY IS LARGEST OF COMPANY'S 127 FACTORIES. HERE EDISON HAD HIS MACHINE WORKS

# A 200,000-PRODUCT COMPANY

## General Electric manufactures something for everybody

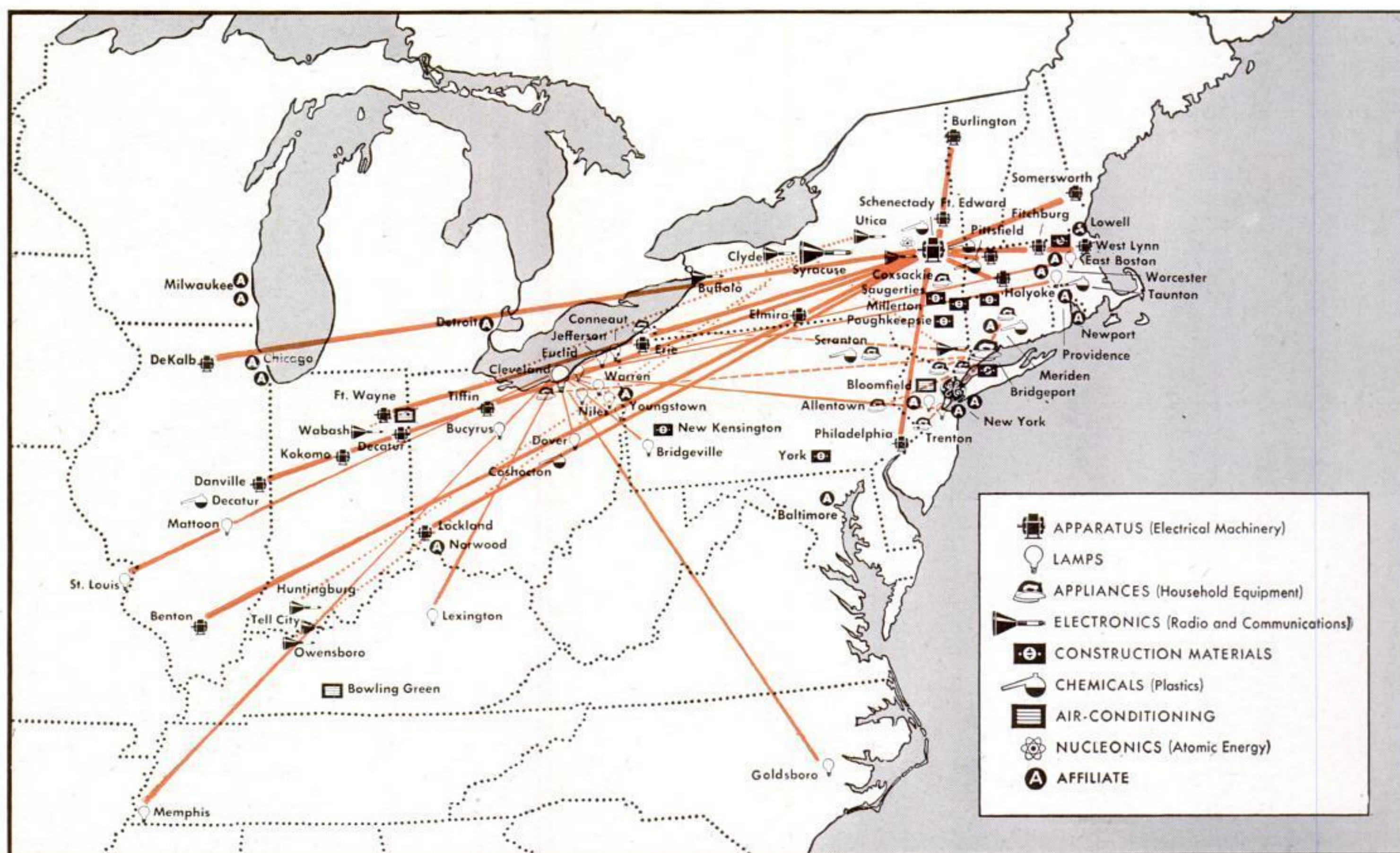
The many companies, large and small, all over the U.S. which specialize in one product and make it well are impressive enough, as shown on the previous pages. But the gigantic industrial organizations which make something for everybody are overwhelming. Such an industrial giant is the General Electric Company. G.E. is the most diversified manufacturer in the world. It is really eight operating companies: an apparatus company (steam turbines, generators, locomotives), a lamp company (fluorescent tubes, light bulbs, headlights), an appliance company (stoves, refrigerators, vacuum cleaners), an electronics company (radio, television, radar), an air conditioning company (cooling units for home and factory), a chemical company (plastics), a construction materials company (wiring, switches), a nucleonics company (plutonium and experimentation in atomic energy). Besides all this, G.E. owns seven smaller companies making everything from Hotpoint ranges to Telechron clocks.

It is a mammoth organization. G.E. occupies so many buildings that it has to have a separate realty corporation to handle its real-estate trans-

actions; it employs 200,000 people, which is more than the total population of the state of Nevada.

G.E. grew out of two pioneering companies, one founded by Thomas A. Edison, another by Elihu Thomson and Edwin Houston. While Thomson and Houston perfected the electric trolley car, Edison perfected the city power station, persevering even though the first one leaked electricity down the streets and made the horses dance. But G.E.'s pioneers went on to power the Panama Canal, perfect the electric train, harness Niagara Falls and then use that power to floodlight the scene for honeymooners.

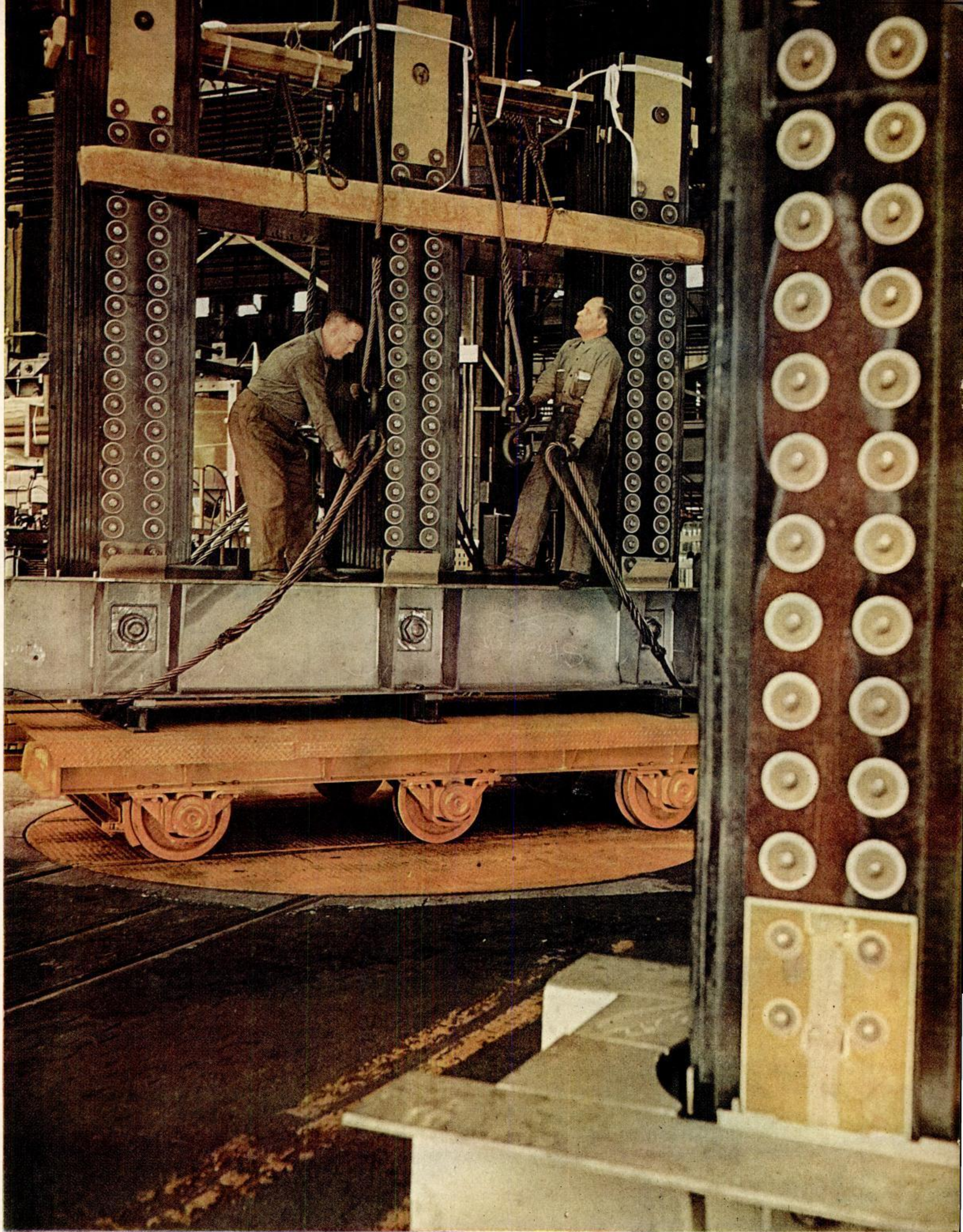
G.E. is at once a proof of and a tribute to man's ingenuity with the machine. Because of the way in which G.E. has channeled this ingenuity, the U.S. housewife can clean her house with a G.E. vacuum cleaner, select her dinner from food that is kept fresh in a G.E. refrigerator, even find it by the light of a G.E. bulb inside the refrigerator, cook it on a G.E. range, get rid of the leftovers in a G.E. garbage-disposal unit, relax to the music of a G.E. radio and then go to bed, lulled to sleep by a G.E. electric blanket.



**THE GREAT COMPLEXES** which make up the industrial organization of the General Electric Company are shown on this map. The symbols denote the departments of G.E. and the lines show how G.E.'s organization is decentralized but at the same time is grouped into divisions. The four indicated here by the red

lines are the four most important, i.e., apparatus (big machines), appliances (for the home), lamps (lighting) and electronics (radio). Not shown on the map are G.E.'s 11 plants in the South and West, its big plutonium-producing plant at Richland, Wash., nor its myriad sales offices in the U.S., Canada and overseas.





**CORE OF A GIANT TRANSFORMER**—which will handle enough electric power to supply a community of 120,000 people—is mounted on a flatcar which will move it along to another part of the General Electric factory. There the core, which is made of sheets of magnetic steel held together by long vertical rows of

bolts, will be wrapped in wire coils and encased in a housing filled with oil to keep it cool as it operates. When completed it will take the high-voltage current sent across country by power company "high lines" and transform it to lower voltages for distribution to households. U.S. uses 45% of all electricity made in world.

CONTINUED ON NEXT PAGE





**A FOREST OF "BUSHINGS,"** or giant insulators, fills storeroom at the plant. These bushings, capable of handling 15,000 to 73,000 volts depending on their size, are designed for use on transformers like the one on the previous page. Each has a core of copper, for carrying the current, wrapped in heavy paper im-

pregnated with resin and surrounded by a thick porcelain shell. While providing a route for the current to enter the transformer, the bushing at the same time seals the transformer against dirt or rain and protects it from lightning. The largest bushing made by G.E., not shown here, is 26 feet high and rated at 360,000 volts.





**A ROOMFUL OF BLANKETS** heated by electricity nears completion. The woman in the foreground is attaching thermostats which lie waiting in a large box. These thermostats, which enable the user of the blanket to control its temperature, turn off the current automatically when the blanket gets to the desired

heat, then turn the current on again as the blanket cools off. They also work as safety switch in case wiring inside the blanket breaks. The heating wires are insulated with a plastic coating that withstands washing. Since putting them on the market in 1936, G.E. has sold about 500,000 of these blankets at \$39 to \$49 each.

CONTINUED ON NEXT PAGE



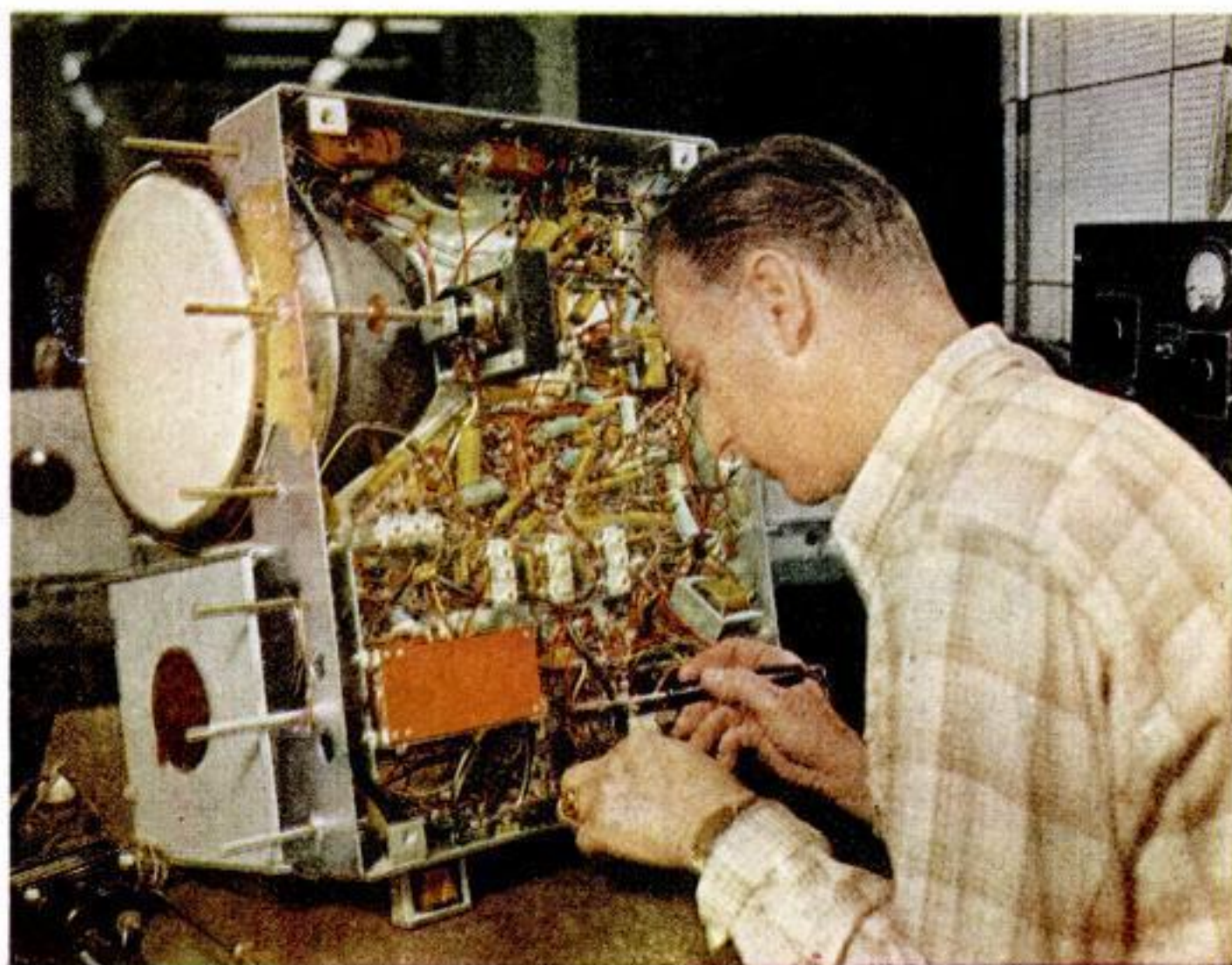


FOLLOWING THE COLORS WORKER ASSEMBLES CIRCUIT WIRES

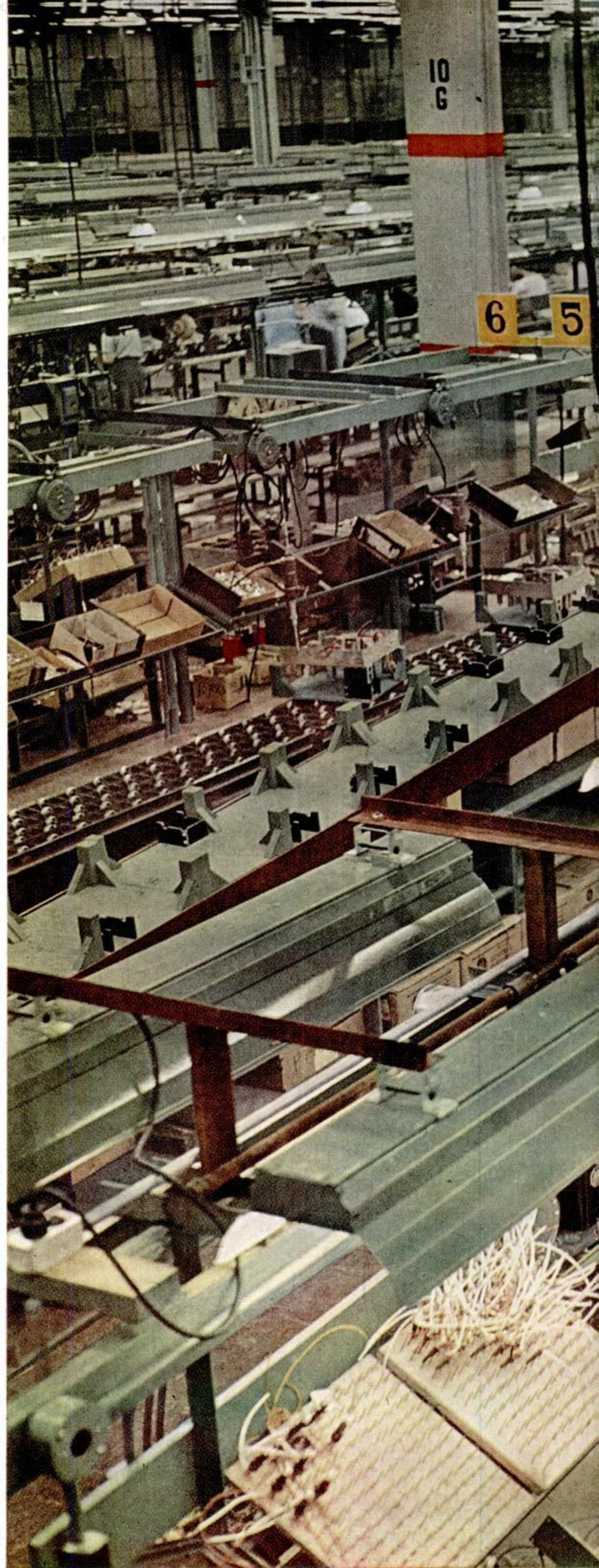
# TELEVISION SETS

## Assembly line turns out 600 a day

These photographs, made at General Electric's newest \$25 million electronics plant, show the workings of the U.S.'s most rapidly expanding industry—television. Today the U.S. has 480,000 television sets; by 1954 will have 16 million. Although even the simplest set has more than 1,000 parts, the assembly line at the right can already produce 600 a day and is getting faster all the time. (When it started operating last May it made only 400 a day.) The building was originally designed for manufacturing radio sets but is now being turned over completely to television. The change-over reflects the belief of television people that their industry, although nearly brand-new today, will amount to \$6 billion a year in the near future.



**TROUBLE SHOOTER** examines the completed chassis for large television, radio and phonograph combination. On this set he found faulty capacitor, replaced it.



**MASS PRODUCTION** is applied to G.E.'s most popular television set—a table model selling at \$325, plus installation—in the company's new electronics plant





near Syracuse, N.Y. The parts for these sets range in size from tiny wires to the big 10-inch viewing tube. As sets move on a long conveyor belt, each of these

young women installs another piece of equipment or makes one of the more than 300 soldering connections. Full assembly process takes only about four hours.

CONTINUED ON NEXT PAGE





**FLUORESCENT LIGHTS**, shaded in delicate color, are tested in a General Electric laboratory. This year the U.S. will make 88 million of these long tubes, the newest thing in home and industrial lighting. They contain no metal filaments like those in ordinary light bulbs and do not heat up. Instead they have a mercury

vapor which produces an invisible radiation as it conducts the electricity from a positive electrode at one end to a negative electrode at the other. This radiation is converted into visible light by substances called phosphors lining the inside of the tube. By using different kinds of phosphors the color of the light can be changed.





**COPPER WIRE** stacked in vast ruddy piles will be drawn to size—ranging from half an inch in diameter down to only one half of 1/100 inch—in General Electric's own rolling mills. The business of making wire of an infinite variety of sizes for a myriad of household and industrial uses is one of the biggest in the U.S. Al-

together the U.S. makes and uses about 1,130,000 miles of copper wire a year—enough to reach to the moon and back twice, with enough left over to wrap around the earth at the equator seven times. The coils in photograph weigh 250 pounds each and are worth \$62. Value will be greatly increased by further processing.

CONTINUED ON NEXT PAGE





**MODERN LIGHTING**, with newest electrical fixtures combined for maximum beauty and effect in a store-window display, is demonstrated at General Electric's Lighting Institute in Nela Park, Cleveland. These mannikins are lighted by large incandescent lamps (large circles at top) for brightness, spotlights (small circles) for

accenting highlights and a bank of fluorescent tubes which provide unusual color and softness. Other displays at the institute show new miracles of illumination applicable to home, industry and school. The U.S., best-lighted nation in the world, makes 1,751,000,000 lamps a year in more than 10,000 different types.



# STAFF SCIENTISTS SEARCH FOR G.E.'S NEXT MARVEL



**IRVING LANGMUIR**, 67, is G.E.'s most famous scientist. Winner of the Nobel prize in chemistry, he is now at work on G.E.'s most spectacular project, a method of producing snow and rain artificially.



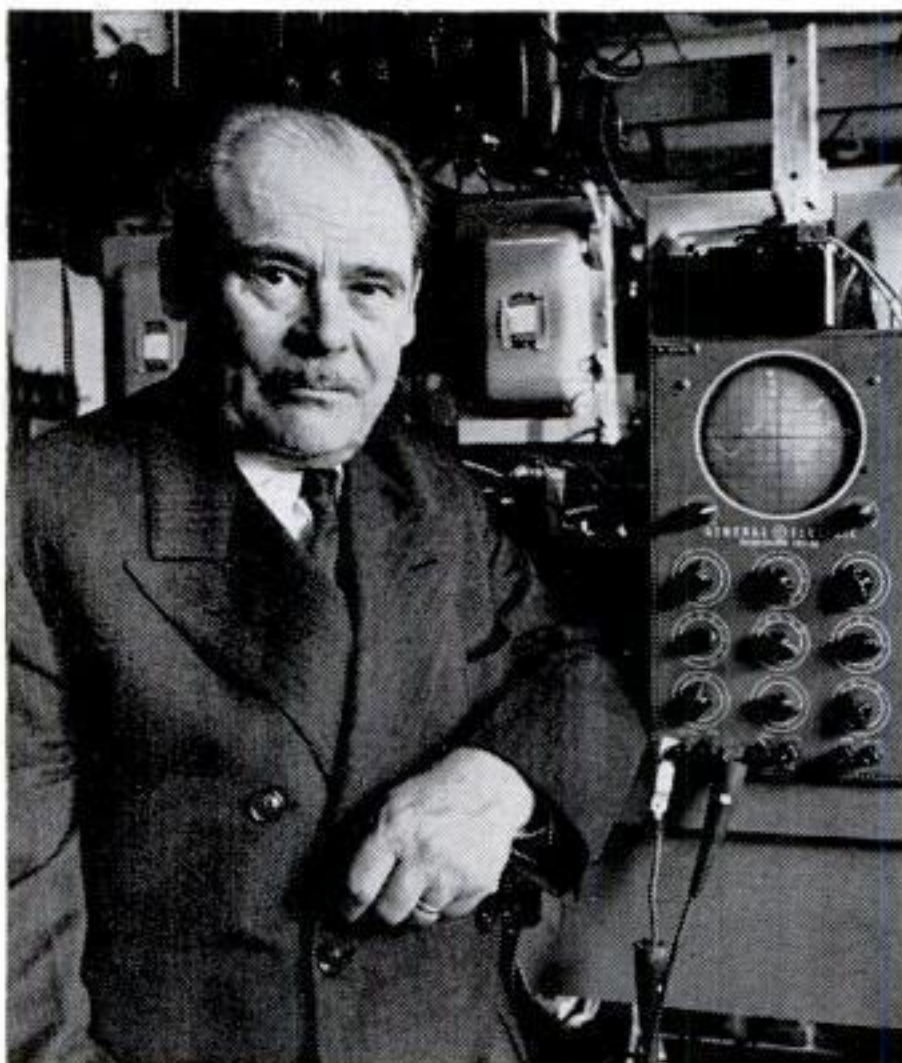
**KENNETH H. KINGDON**, 54, is one of G.E.'s atomic experts. He helped isolate U-235, heads group running AEC's atomic-power project for which the new \$20 million Knolls Laboratory is now being built.



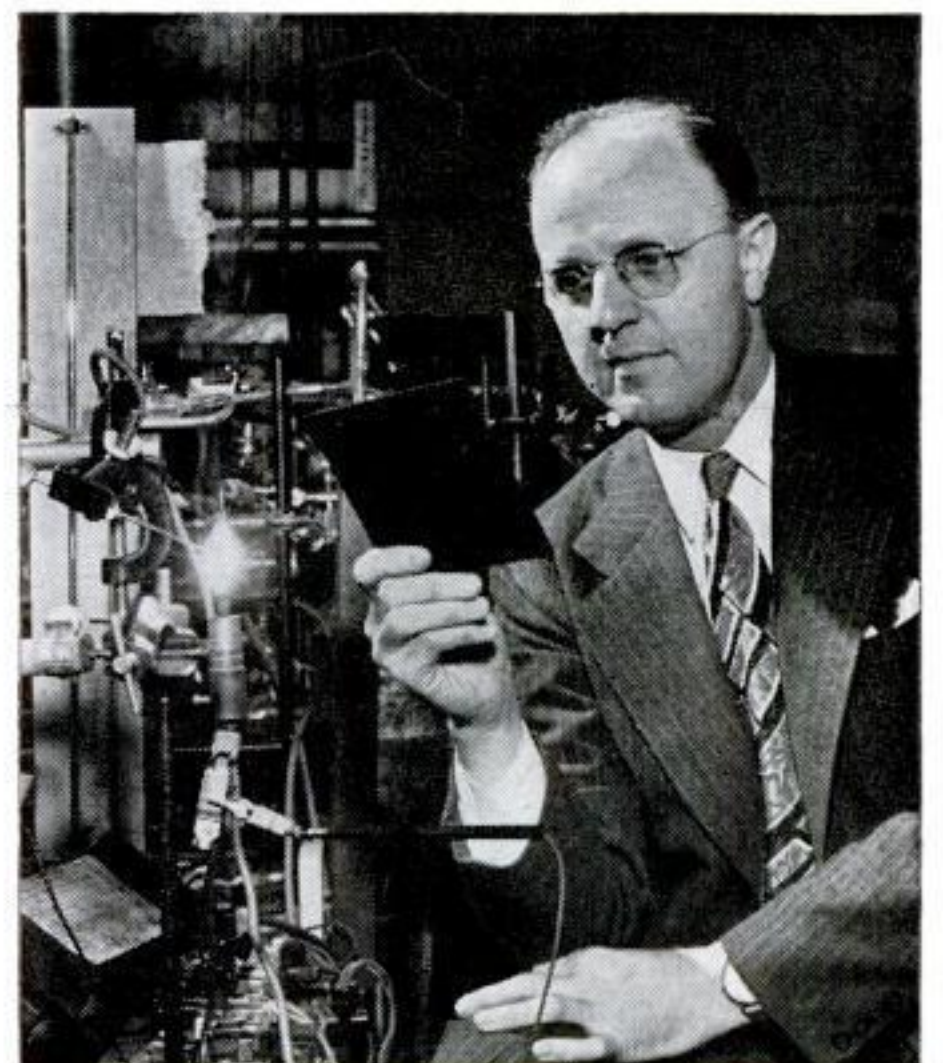
**WILLIAM D. COOLIDGE**, 75, developed X-ray tube that superseded substantially all others, was on committee that urged U.S. to make atomic bomb. Now retired, he is still a special consultant on X-ray.



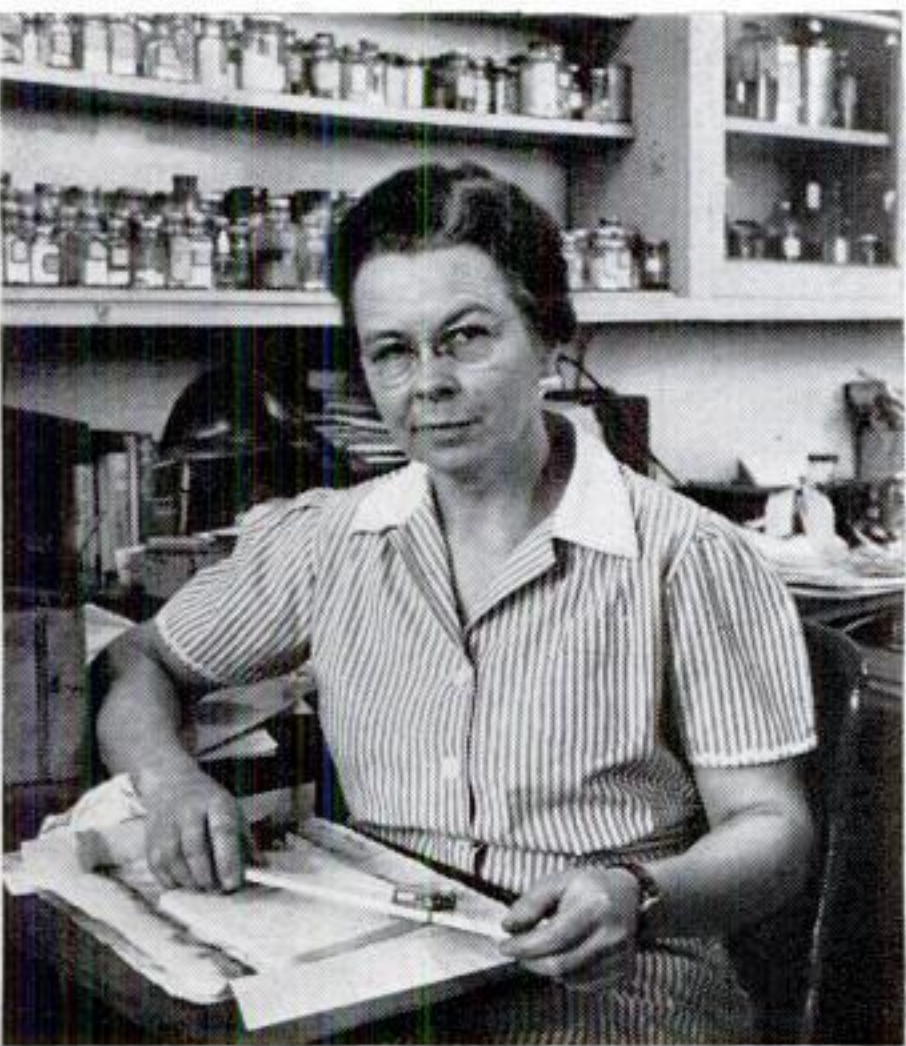
**WILLIS R. WHITNEY**, 80, created G.E.'s big research laboratory, helped develop radio tubes, television tubes, G.E.'s jet engine. Now retired, he still works at laboratory nearly every day as consultant.



**ERNST ALEXANDERSON**, 70, made long-range broadcasting possible, has an average of one patent for every seven weeks of his 45 years with G.E. He is now trying to discover new uses for electronic power.



**C. GUY SUITS**, 43, is one of four-man committee heading up G.E.'s nuclear research. He holds more than 60 patents on high-temperature arcs, railway block signals, even method for strengthening skis.



**KATHARINE BLODGETT**, 50, is one of the few women in the research laboratory. She developed an invisible glass, is now at work on the development of a special coating for inner walls of electronic tubes.

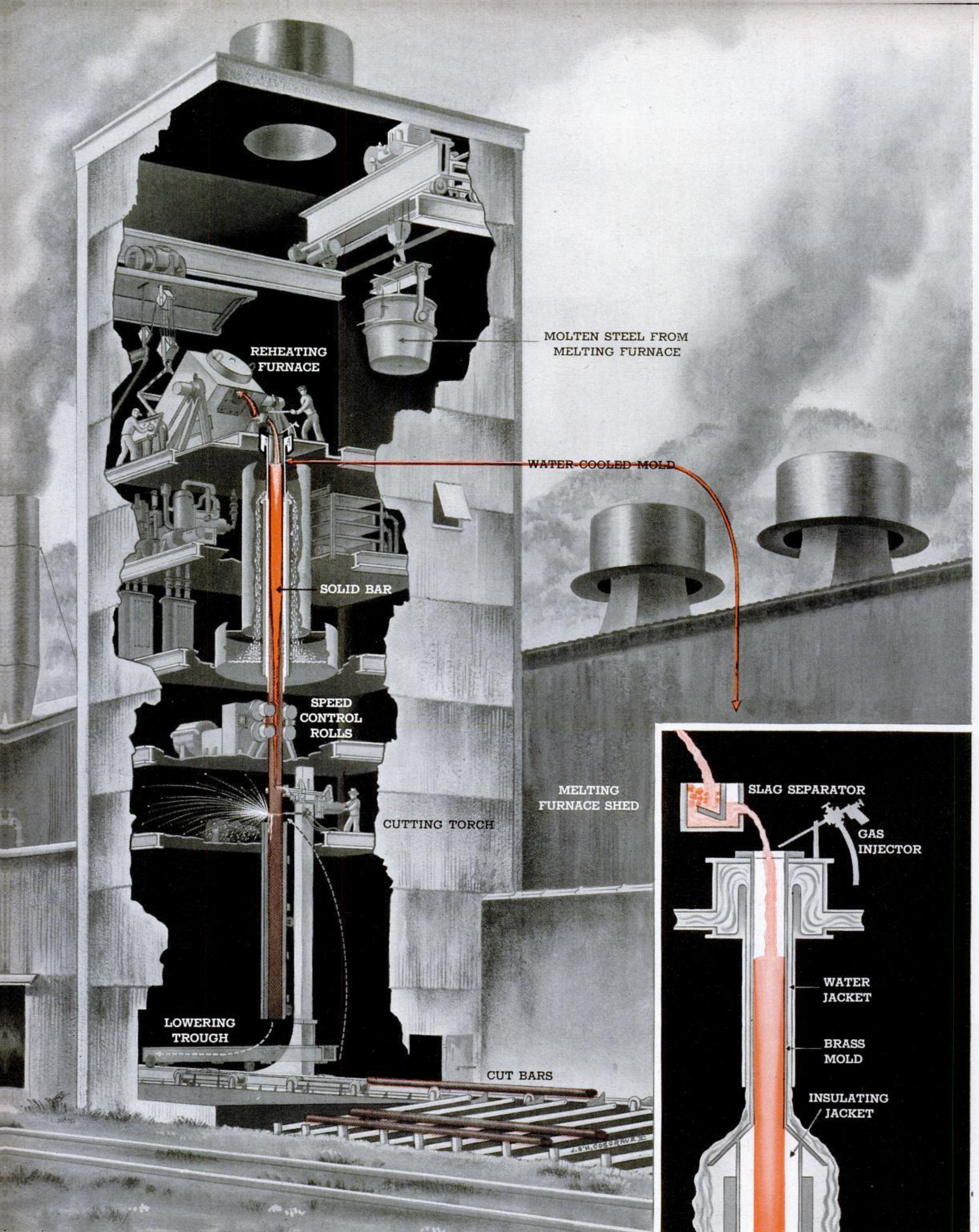


**ARTHUR W. HULL**, 68, an expert in electronics, devised mechanism for jamming Nazi radar during World War II. He is now experimenting in G.E. laboratory on new methods in television for G.E. sets.



**BERNARD VONNEGUT**, 35, is one of "young brains" of G.E. research laboratory. He came to G.E. after making a brilliant record at M.I.T., is now in a group of young scientists working under Langmuir.

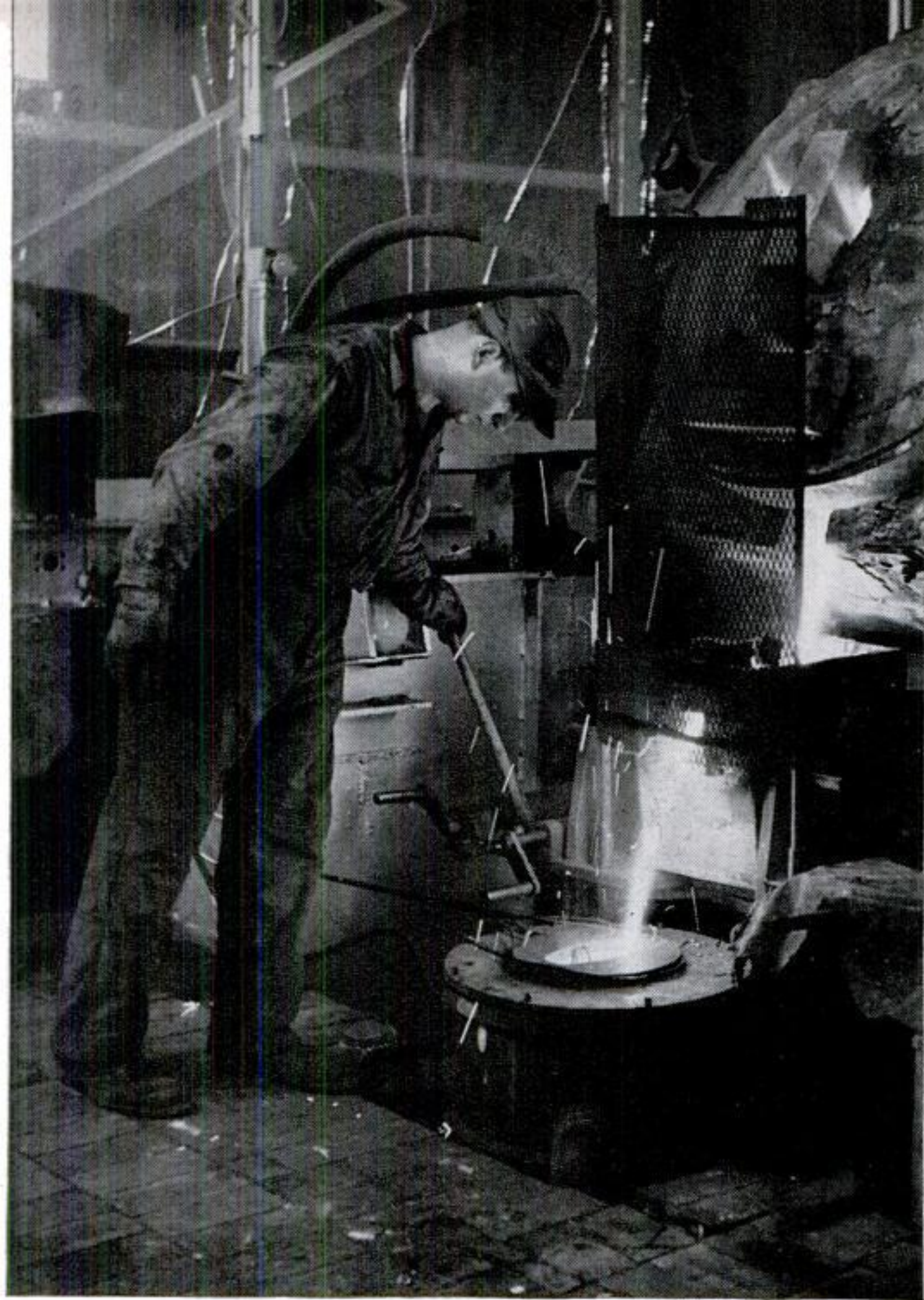




**CONTINUOUS CASTING** converts molten steel into semifinished bars. From an electric reheating furnace (*top left*), which is filled by a 2½-ton ladle hoisted from below, steel is strained into mold (*inset*) as a jet of heavy compressed gas blows harmful oxygen away. The mold itself, made of thin brass and cooled by a

500-gallon-a-minute flow of water, solidifies the liquid metal into a red-hot bar which is gripped by rollers and lowered at the rate of 4 feet a minute. As the continuous shaft moves steadily downward, 15-foot lengths are sliced off with an acetylene cutting torch, lowered to a bed of rollers and moved out of the building to cool.





PROCESS BEGINS AS LIQUID STEEL IS POURED INTO MOLD . . .



AND ENDS AS LENGTHS ARE CUT FROM SLOWLY MOVING BAR

# MORE STEEL FOR INDUSTRY

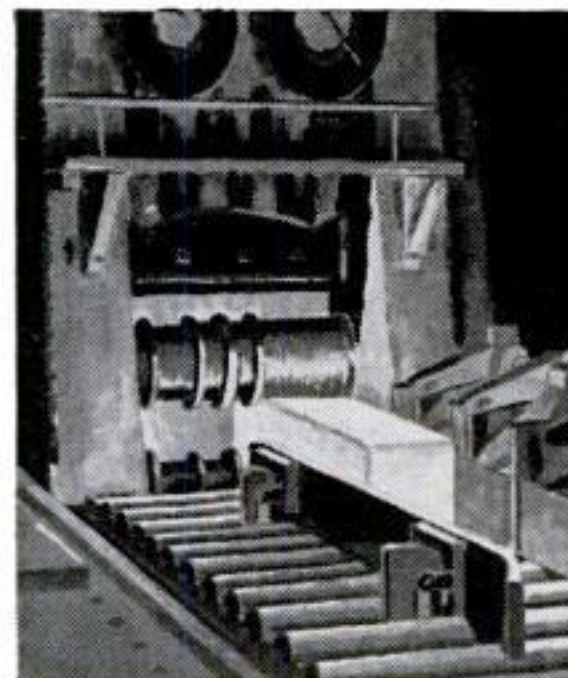
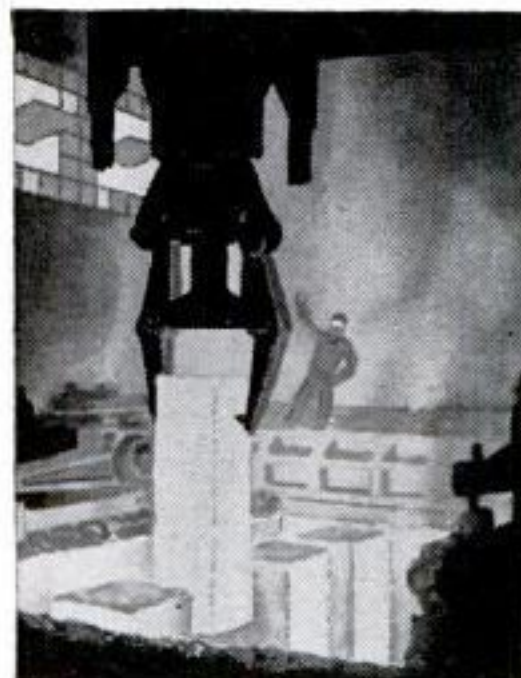
## New casting process should end bottleneck, cut costs

To the U.S. steel industry, backbone and bottleneck of the nation's productivity, the biggest and best news of the decade is the discovery of a continuous casting process for steel. Simpler and cheaper to install, maintain and operate than conventional casting equipment, the new machinery will permit big plants to turn out more steel than ever before. Even more important, it will improve the hazardous situation of small companies whose narrow margin of profit is threatened by disproportionately high operating costs. For the first time in many years decentralization will be possible. And the gap between the supply of steel and the demand for it (last year the automobile industry, for example, got about a million tons less than it could have used) will gradually be filled.

Continuous casting is a means of converting molten metal into a semi-finished product by one uninterrupted process. It eliminates separate

steps performed by separate machines (*below*). The idea is not new; soft metals have been cast this way for 10 years. But steel, the most important metal, could not be cast continuously. The problem—one that baffled a generation of steelmen—was to find a mold capable of withstanding tremendously high temperatures without melting. Until this spring the problem remained unsolved. Then, in a pilot plant at Beaver Falls, Pa., engineers of the Republic Steel Corp. and the Babcock & Wilson Tube Co. devised a mold that worked: a thin sleeve of brass, cooled by a rushing stream of water which carried off the heat before it became too intense.

The Beaver Falls plant is still experimental. Many details of the new process must be perfected before commercial production can begin. But even now steel-hungry industry can take satisfaction in the certainty that continuous casting will soon mean increased production and lowered costs.



**CONVENTIONAL CASTING** involves five distinct operations, each requiring its own equipment, which are eliminated by continuous casting process. At left: ladle pours molten steel into individual molds. After the metal solidifies, a crane strips off the molds one by one. By this time the steel has cooled and the ingots

must be lowered into incandescent "soaking pits" for reheating before they are ready to be taken to the huge blooming mill and rolled into the long slender bars which are the preferred form for semifinished steel. Finally the rolled bars must be "scarfed" with a torch to remove the surface scars picked up during the process.





THE NEW WHITE HOUSES OF LAKE JACKSON SPRAWL ACROSS A TEXAS FLAT THAT SIX YEARS AGO WAS A SWAMPY WILDERNESS

# INDUSTRY'S NEW FRONTIER

## Chemistry makes Gulf Coast a land of fantastic promise

As American industry develops its enormous but long-known potentialities, it also develops new frontiers and in so doing suggests that still other frontiers are yet to be found. Along the Gulf Coast of Texas and Louisiana a great chemical empire is rising, using resources which other industries have long ignored or discarded. On or underneath the soggy coastal plains lie huge domes of pure sulphur, numberless billions of cubic feet of natural gas, vast deposits of salt, an almost inexhaustible supply of lime in the form of oyster shells. A dozen years ago these resources were almost untouched; even now, seven years after the war first lit the burners in this great chemical laboratory, the boom is just beginning. Almost \$800 million has already been spent for construction of new plants in the area; every three days another million dollars pours in.

The Gulf Coast has a weird and dramatic look. Along the horizon (above), as at a battlefront, clouds of colored smoke arise. Strewn on the flats are clusters of brightly tinted towers, tanks, pipes, stacks, globes and girders. Around them lie scores of neat new towns like Lake Jackson, Texas (above), built for men and women who

have come from every corner of the nation to work for Dow, Monsanto, Du Pont, Shell, Port Neches Butane Co. and Freeport Sulphur Co.

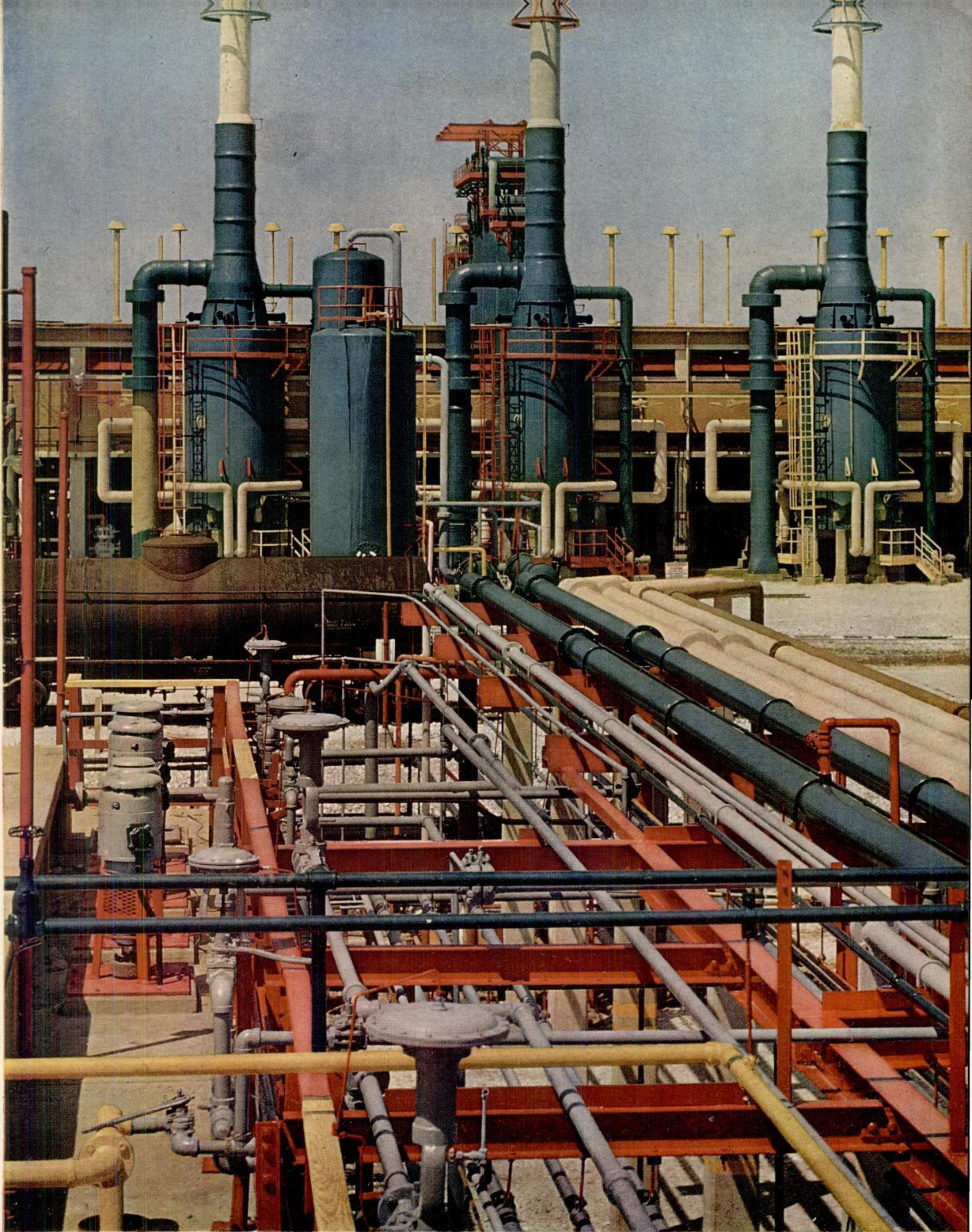
Out of the new plants flows a thickening stream of products for which the demand constantly grows greater: nylon, synthetic rubber, fertilizers, alcohols, refrigerants, anesthetics, plastics, antifreeze, disinfectants, detergents, solvents, all made from raw materials which may be had for the tapping. Daily the chemical industry finds new products and new ways to make them, new and wonderful uses for petroleum wastes. A single small change in the structure of a molecule, discovered after long research or by chance in an instant, may open up a billion-dollar business.

The frontiersmen of the Gulf Coast are young and eager. Many of them, like Dow Chemical Co.'s Joe Parish (left), are only a few years out of engineering school. But they are already leaders in a vast field. Recently 33-year-old Parish supervised the construction of a \$6 million plant and, thinking it over, remarked, "All of us boys starting out have spent millions of dollars. You get used to big facilities and you can do what you want with them. We've got our independence."



**YOUNG ENGINEER** Joe Parish at 33 is a top executive in one of the world's biggest chemical plants.



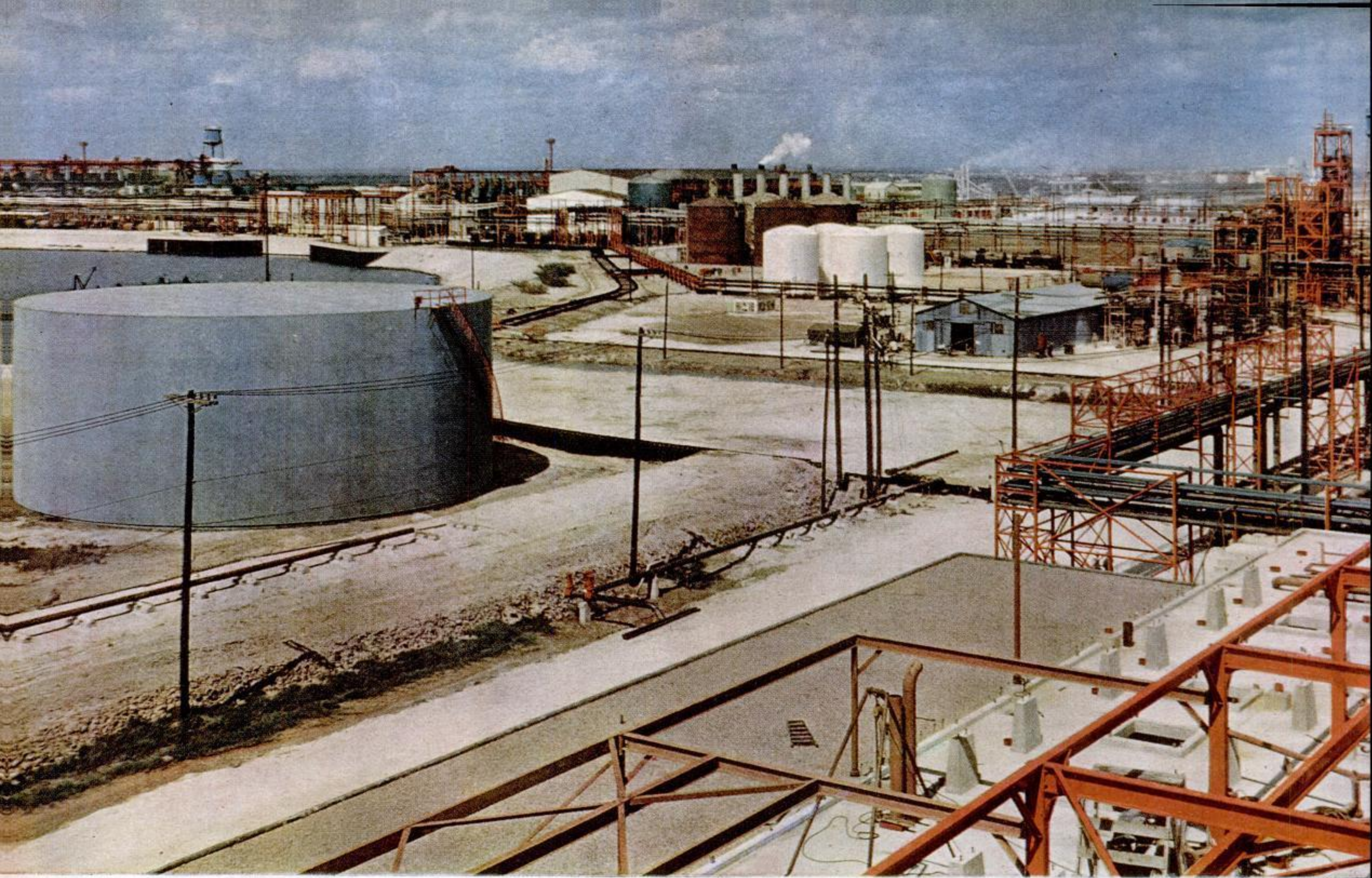


**COLORED PIPES** help distinguish the complicated maze leading to and from three tall furnaces at the Dow Chemical Co. Dark gray pipes carry "process materials"—the various complicated hydrocarbons with which the Gulf Coast chemical industry makes everything from cleaning fluids to synthetic rubber. Buff-

colored pipes carry steam; green pipes, water; and yellow pipes, the waste gases. Brown shows that the pipe is carrying steam condensate. All structural steel, like the girders supporting the pipes, is painted red. The furnaces shown here make superheated steam for the processing of a hydrocarbon called ethyl benzene.

CONTINUED ON NEXT PAGE





**BIGGEST OF ALL** the Gulf Coast chemical plants is Dow's 2,500-acre wonderland along the sea at Freeport, Texas. The cluster of tall green tanks topped with

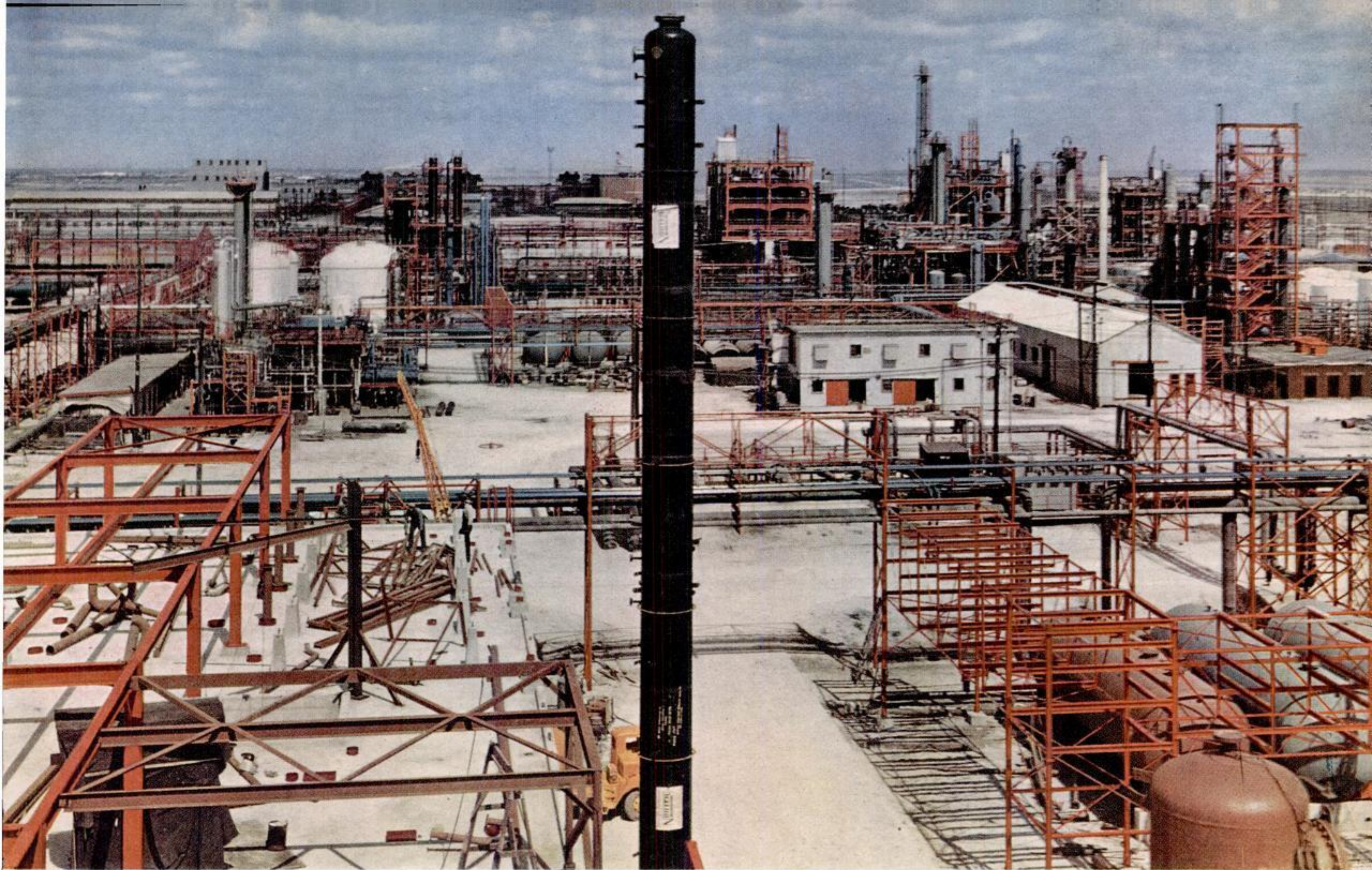
red at left background is part of a unit which extracts magnesium from the sea water and chlorine from Texas salt deposits. A little to the right are the six smoke-



**TEXAS CITY**, wrecked by explosion in 1947, rises again. The rebuilding is costing Monsanto Chemical Co. \$15 million. Plant will produce styrene, for plas-

tics and synthetic rubber, from coking products shipped in from West Virginia. The towers in center background topped by orange girders are distilling units.





stacks of the power plant. To the right of the stacks, and farther back, is a unit which makes lime from the oyster shells abounding in the gulf. The maze of towers

and girders on the right half of the photograph is part of the unit which performs the wonders of organic chemistry, turning natural gas into hundreds of products.

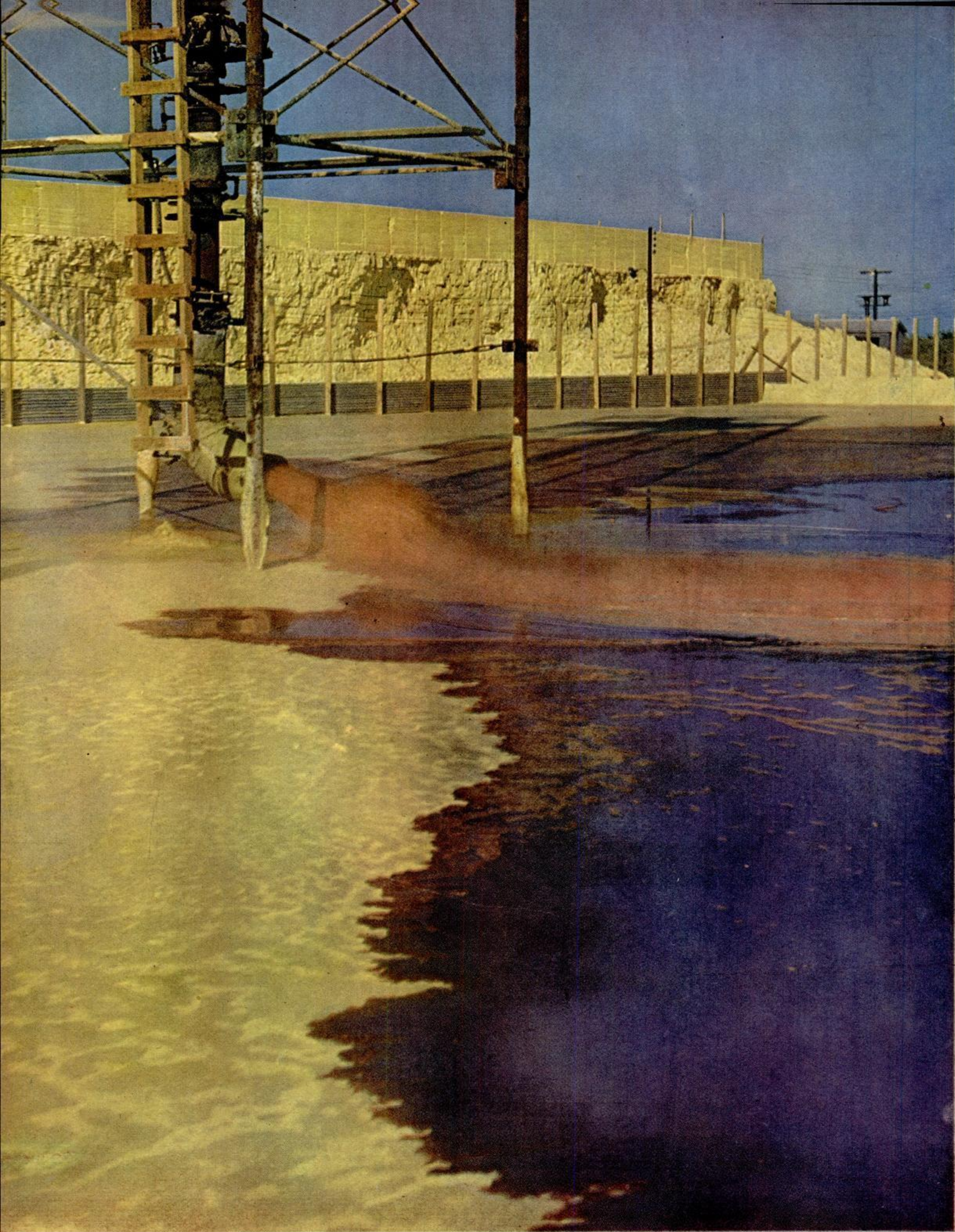


**PORT NECHES** Butane Co. is a nerve center of the world's synthetic rubber industry. Tall columns are fractionating towers which convert refinery gas into

butadiene, which is stored in the spherical tanks. The butadiene then goes to nearby Goodrich and Firestone plants, to become rubber when mixed with styrene.

CONTINUED ON NEXT PAGE





**NATURAL SULPHUR** rises in a great yellow pile at the Freeport Sulphur Co., above the soil in which it lies in underground domes 1,000 feet deep. Hot water forced into the ground liquefies the sulphur, which is then pumped out in the form of the molten stream pouring from the thick pipe at left. Sulphur, one of the

natural resources which have helped build the Texas chemical industry, is mined to the extent of more than four million long tons a year in the U.S. Its chief industrial use is in the manufacture of sulphuric acid, a corrosive but priceless liquid used in everything from automobile batteries to the making of soapless detergents.



Now  
look!



# Newest Gerber's Treats for Tots...

## **ARMOUR** Meats!

To complete your baby's Gerber-good meals.

### Double good news for baby's menu—and your budget!

There are several luscious servings in every can of the new Gerber Meats. Prepared from selected cuts of Armour Beef, Veal, Liver. All lean meat with *no fat—no waste!* And every ounce of it *so* good-tasting and nourishing! Like all Gerber's that babies go for—from Cereals through Desserts!

**Big time-savers, too!** Just heat and serve! No tiresome scraping! No cooking! Gerber's Meats for tiny tots are *strained* extra-smooth. And, Junior Meats are *chopped* extra fine for tykes with a few teeth. All with *complete high-quality proteins* your doctor knows help build blood, bones and a happy-go-lucky disposition.

**P.S. to Dad**—who pays the bills. Gerber's Meats for your baby *cost less than if cooked at home.* Strained and Junior —one low price!

Accepted by the Council on Foods and Nutrition of  
The American Medical Association

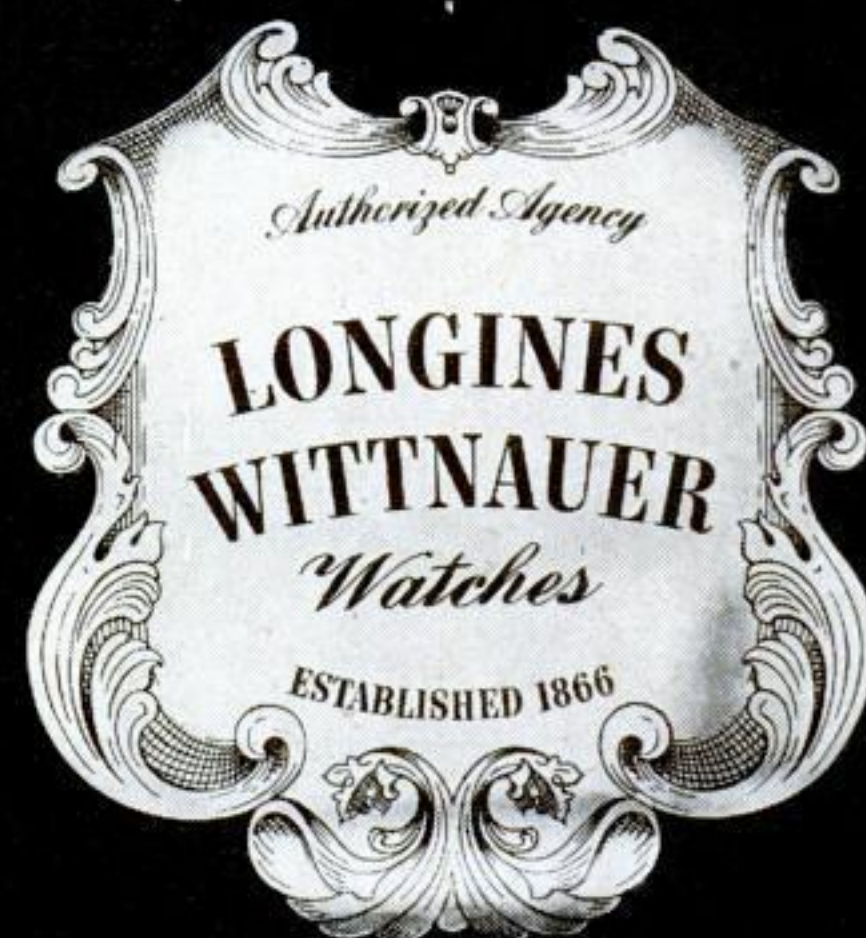


**Gerber's**  
BABY FOODS  
FREMONT, MICH. OAKLAND, CAL.

3 Cereals • 20 Strained Foods • 15 Junior Foods  
3 Strained Meats • 3 Junior Meats



*Famous for Fine Watches  
Since 1866*



*This bronze shield is proudly  
displayed by more than 4000  
fine jewelers, coast to coast*

*In gold-filled cases, \$39.75 to \$59.50  
With bracelets, slightly higher  
In cases of 14K gold, \$59.50 to \$71.50  
Diamond Princess Watches, \$71.50  
Illustrated: A. Golden Princess, \$59.50  
B. Wendell, \$39.75 Prices inc. Fed. Tax*

*Wittnauer*

*Distinguished companion watch to the honored Longines*

A hundred and one superiorities of construction and finish distinguish Wittnauer watch movements. Wittnauer watch cases are of the finest quality and manufacture—equal in every respect to those used in the highest priced watches. Longines-Wittnauer has applied the skill and experience of 82 years of fine craftsmanship to make Wittnauer, in its class, the world's best watch.

*Product of Longines-Wittnauer Watch Company*

*Listen to the Wittnauer "Festival of Song" every Sunday, C. B. S. Network, 2-2:30 P. M., E. S. T.*





BACALL "AT HOME" DRESS CONCEALS FULLNESS BY OVEREMPHASIZING IT WITH HUGE SKIRT, PUFFY PEPLUM

# Maternity Clothes

Lauren Bacall successfully designs her own

Most women who find maternity approaching resign themselves to months of drab smocks and ugly tunics. Mrs. Humphrey Bogart, whom film fans know as Lauren Bacall, instead went to her dressmaker with a headful of new ideas for maternity wear. The Bacall theory of clothes for expectant motherhood is to capitalize on figure irregularities and even to decorate them instead of trying hopelessly to conceal them. Miss Bacall

ordered tailored flannel suits of great fullness all around, entertainment dresses (*above*) with generous skirts and peplums that looked like voluminous tucked-up aprons, and even ventured successfully into shorts (*next page*). As a result the Bacall maternity clothes have not only become the talk of Hollywood but their originator has decided that after the baby is born in mid-January she will have them refitted for permanent wear.



MINK MUFLER is worn by Miss Bacall, shown with husband, to further distract eyes from maternal figure.



# Words to the wise!



**Fastest cooking anywhere**  
Of all modern ranges — only Gas gives you high heat, low heat, any exact heat *instantly*!



**Automatic...all the way**  
New Gas ranges light without matches, cook by clock control, keep any exact heat!



**Finest flavor.** Only smokeless Gas broilers give you char-type broiling from rare to "done through"!



**Perfect baking.** Only an air-circulated Gas oven can bake four cake-layers at *once* and with same *even* texture!



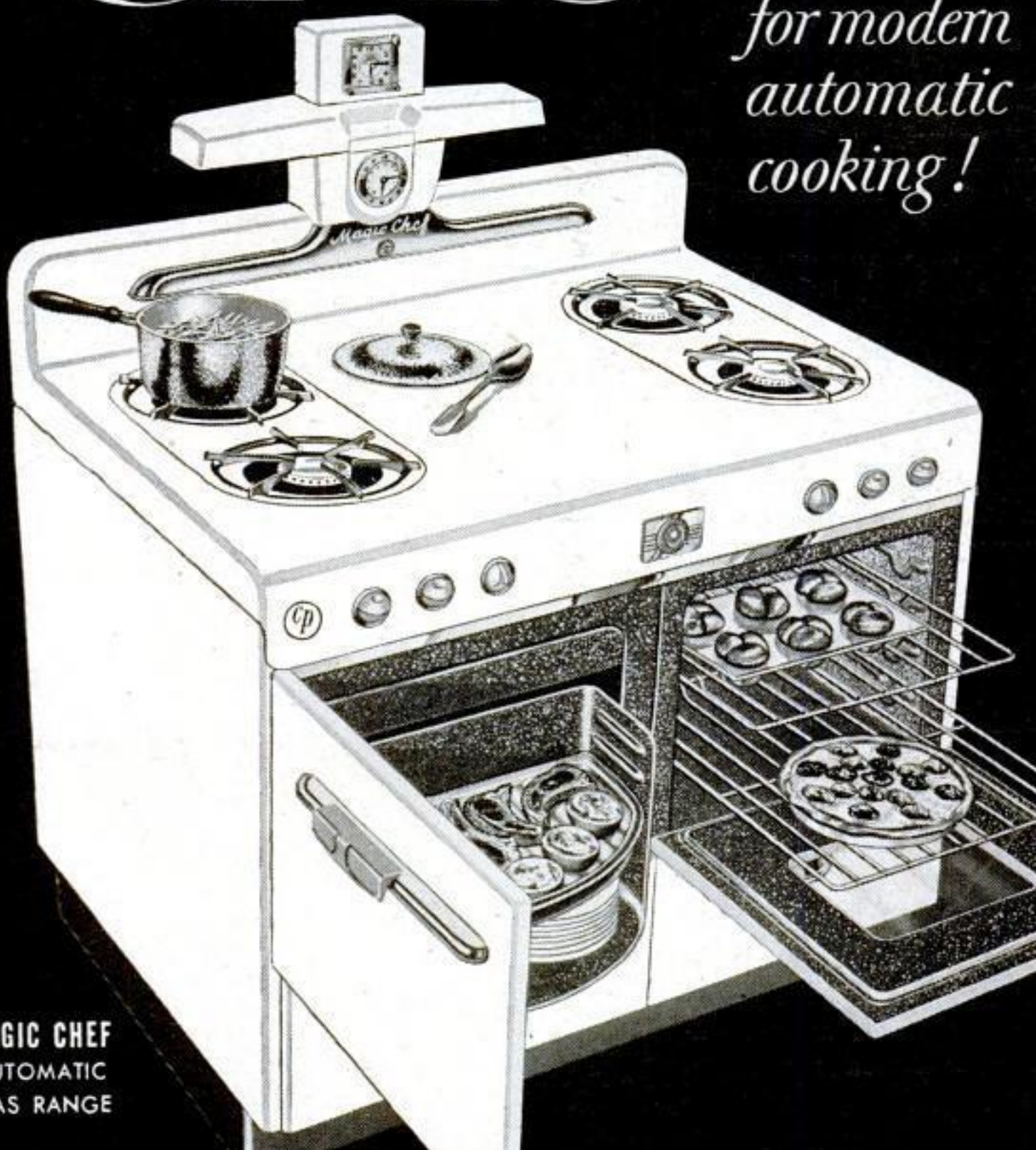
**So-o-o cool, so-o-o clean**  
Extra-heavy-insulated for coolness...super-streamlined for new ease of cleaning!



**More for your money**  
New Gas ranges cost less to buy and operate than any other modern ranges.

# GAS

*has got it  
for modern  
automatic  
cooking!*



**MAGIC CHEF**  
AUTOMATIC  
GAS RANGE

No other ranges in the world give so many people—so much—for so little! This new MAGIC CHEF "CP" Gas range is one example of the many fine "makes" built to "CP" standards. Choose one that's best for your family at

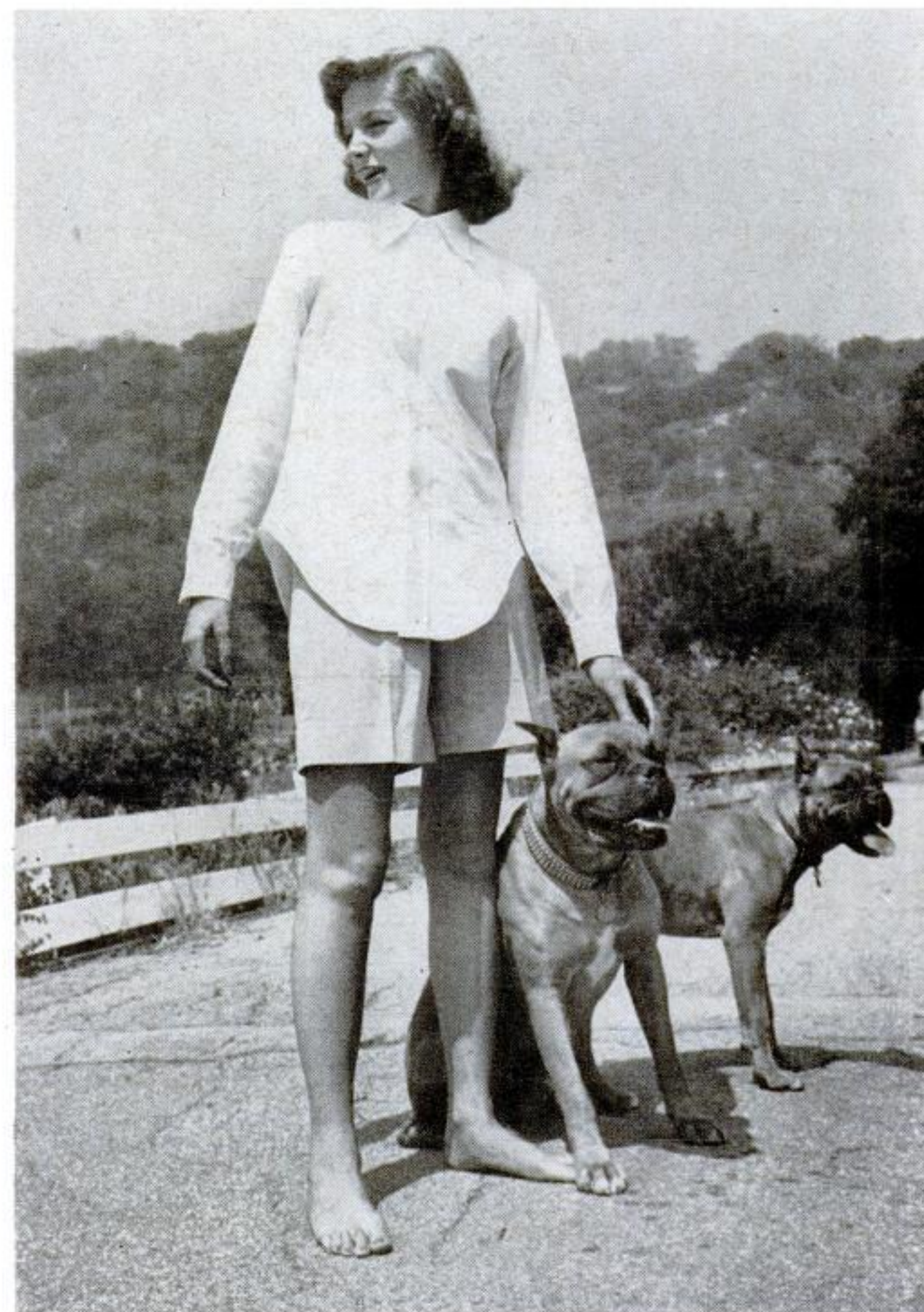
your Gas company or appliance store. Then for the best in food preservation, get a new silent Servel Gas refrigerator. They're both *musts* in a "New Freedom Gas Kitchen" \*! AMERICAN GAS ASSOCIATION



## Maternity Clothes CONTINUED



**TAILORED SUIT** has not the usual slender skirt but big circular one surmounted by a circular jacket, in keeping with newly revived Victorianism.



**TAILORED SHORTS'** kangaroo cutout is well concealed by one of Mr. Bogart's shirts which, stiffly starched, forms a perfect box-jacket silhouette.



Oh-h...thanks!



SAME HIGH QUALITY . . . SAME OLD PRICE . . .



STILL ONLY 5 CENTS





BRIDAL GOWN FROM TAILORED WOMAN

## *Grateful thought of a radiant bride*

"What lovely wedding gifts I have! Especially my 1847 Rogers Bros. silverware! Truly no other silverplate has such beauty and fine quality. It's made as handsomely as solid silver."

FOR many generations, girls about to wed have chosen the silverplate with the yearmark "1847." Reflecting 101 years of craftsmanship, 1847 Rogers Bros. is the finest silverplate today. Only in solid silver, as a rule, do you find such high, deep ornament; such perfect finish and balance. And what a

*America's Finest Silverplate*  
**1847 ROGERS BROS.**

value it is! The price has not gone up since 1942.

52-piece service for eight, \$64.75; 76-piece service for twelve, \$94.75; 101-piece service for eight, \$118.75. (Prices include chests. No Federal tax.)

TUNE IN: "The Adventures of Ozzie and Harriet," Sunday, 6:30 P.M., E.S.T., NBC.

COPR. 1948, THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.



ETERNALLY YOURS



REMEMBRANCE

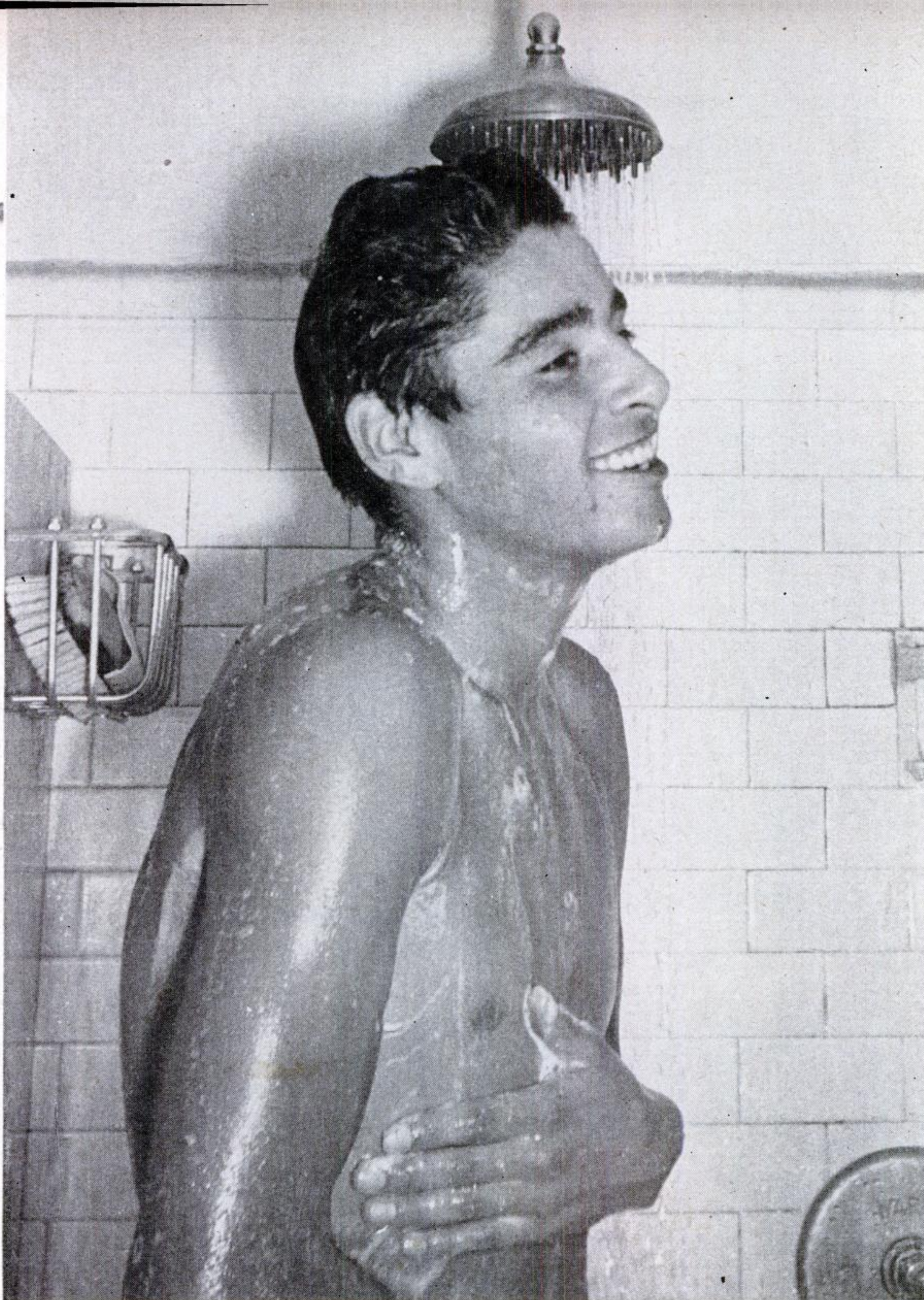


FIRST LOVE



ADORATION





RICHARD ("PANCHO") GONZALES BEAMS HAPPILY IN HIS SHOWER AFTER WINNING THE U.S. TENNIS SINGLES CHAMPIONSHIP

## TENNIS GETS A TRANSFUSION

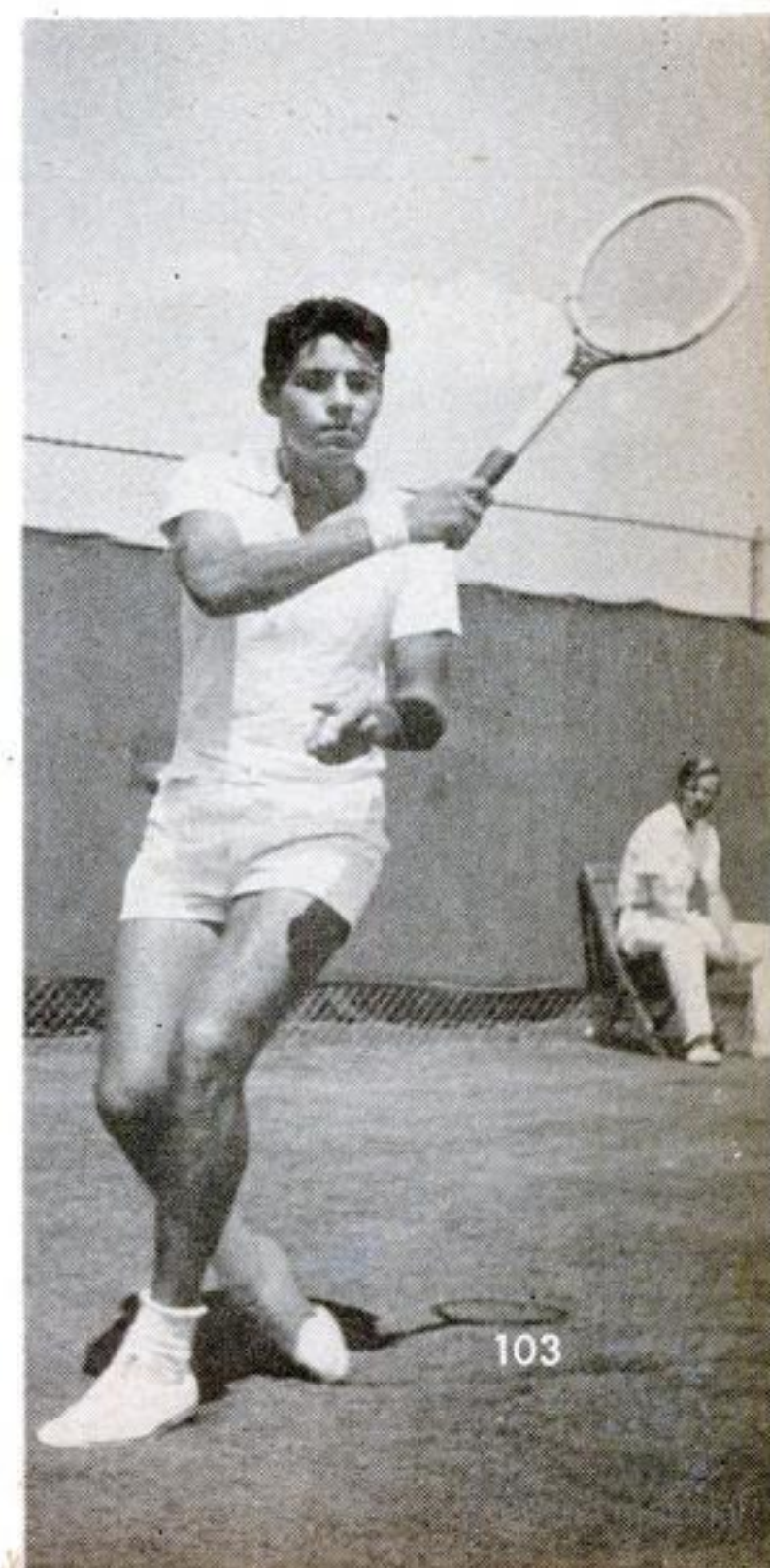
**Pancho Gonzales wins the U.S. singles at 20 and heads new generation of players**

Last week U.S. amateur tennis, which needed one desperately, had a bright, fresh new personality. He is Richard Alonzo ("Pancho") Gonzales, the happy-go-lucky young man pictured here, who on Sept. 19 romped off with the U.S. men's singles championship. Because paying customers were bored to tears watching the same old cast of characters, Gonzales' victory, along with the fine performances of other newcomers (*p. 106*), gave tennis a tremendous shot in the arm.

The new amateur champion is a good-natured 20-year-old

who not so long ago was dodging truant officers in Los Angeles. Ranked only 17th in the U.S. a year ago, Gonzales had been having an in-and-out season when the championships began at Forest Hills, N.Y. But there his vicious service and improved volleying blasted the nation's No. 1 ranking player, the veteran Frankie Parker, out of the tournament quarterfinals. Then Gonzales bowled over two foreign opponents to win the title—the youngest player to accomplish that feat since Ellsworth Vines did it 17 years ago at the age of 19.

CONTINUED ON NEXT PAGE





**MOTHER!**

**Children love  
this delicious  
Laxative!**



**N**EXT time your youngster needs a laxative, give him Ex-Lax ...and watch that big smile you get. Ex-Lax doesn't taste a bit like medicine...it's just like eating a piece of delicious chocolate!

Millions of mothers trust Ex-Lax. They know from actual experience that Ex-Lax is both gentle and effective for children.

It won't upset your youngster's sensitive little system. Not too strong, not too mild, Ex-Lax is the "Happy Medium" Laxative!

So, when you or your child need relief, take dependable, pleasant-tasting Ex-Lax. Many doctors use it in their practice. Still only 10¢. Economy size 25¢. And there is no better laxative at any price.

When Nature "forgets"...remember

**EX-LAX**  
THE CHOCOLATED LAXATIVE

WAIT! I'VE INVENTED  
A RAZOR THAT  
CHANGES BLADES  
BY HORSEPOWER!

SO WHAT?  
IT'S THE SHAVE  
THAT COUNTS!

MY NEW  
**GEM RAZOR**  
GETS WHISKERS  
AT THE BASE!

**GEM RAZOR SETS**  
\$1.25 and \$1.95  
**GEM BLADES**  
5 for 25¢

**Avoid '5 o'clock Shadow' with GEM**

## Tennis Transfusion CONTINUED



**CHAMPION'S FAMILY** includes his wife Henrietta (center, rear with Pancho), his parents (seated, right), two brothers, four sisters. His father, Manuel Gonzales, was born in Mexico, is now a scenery painter for a Hollywood studio.



**FAVORITE HANGOUT** of Gonzales is the Olympic Tennis Shop, where he sits on the bed where he slept when he left home for a short time because his family wanted him to go to school or go to work. Family is now resigned to tennis.

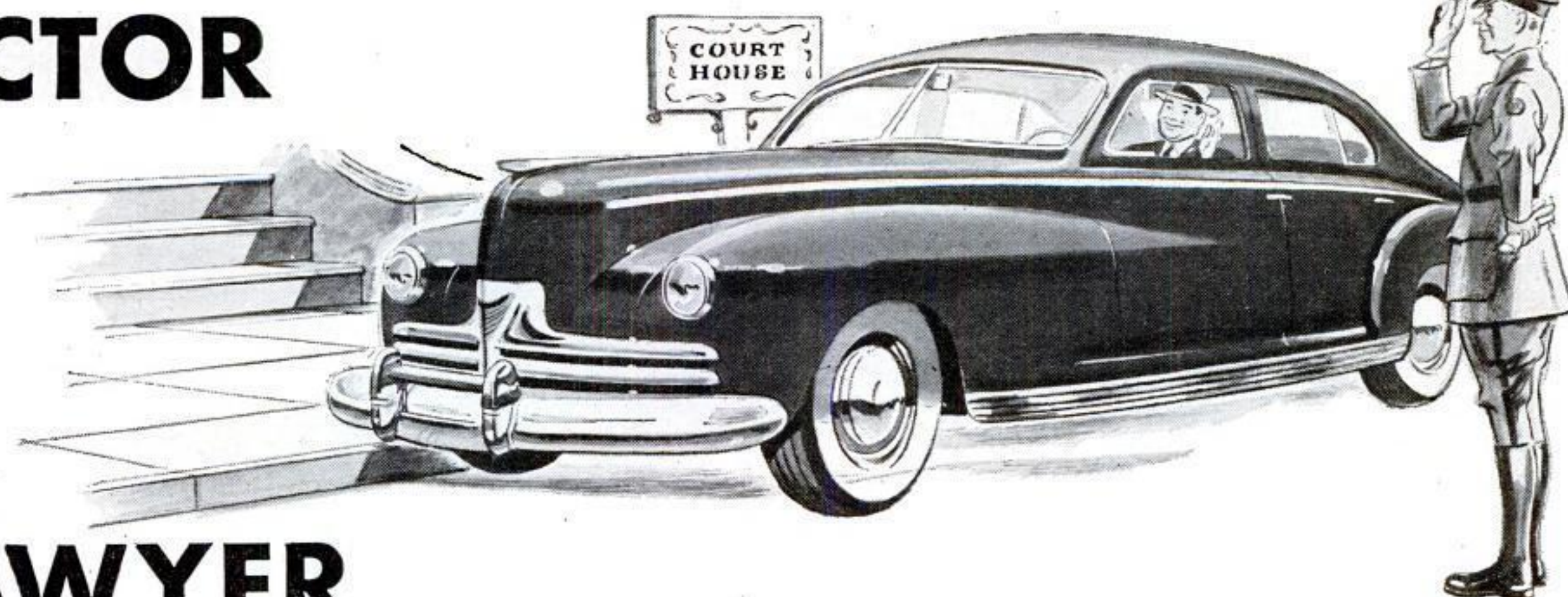
CONTINUED ON PAGE 106





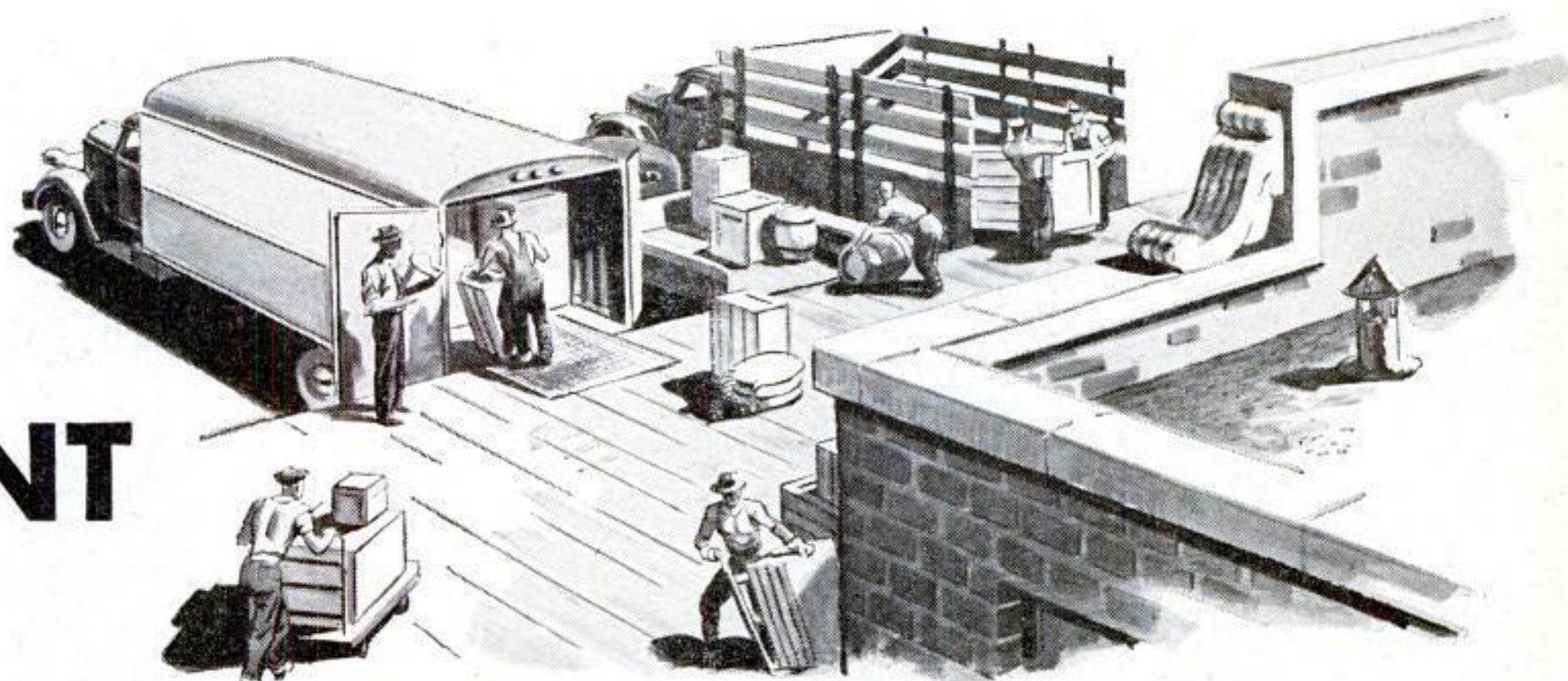
Whether you're a

**DOCTOR**



**LAWYER**

**MERCHANT**



**use less oil...use less gasoline...get more power**

Motorists by the thousands are finding they use less OIL when they use Premium Sinclair Opaline regularly. Here's why:—Opaline's special chemicals provide better piston seal. Better piston seal means less

wasted GASOLINE, too—and MORE POWER, smoother power, for improved performance. Stop at the Sinclair H-C Gasoline sign for Premium Sinclair Opaline Motor Oil.



**PREMIUM  
SINCLAIR OPALINE MOTOR OIL**

REG. U. S. PAT. OFF.

*Keeps your motor clean as a whistle*



Sinclair Refining Company



Men by the Thousands Acclaim

# ALLIGATOR

...best Rainwear Value

First  
in Style ...  
First  
in Protection ...  
First  
in Value ...  
Your Best Buy!

Step front and center in your new Alligator! The smart rainwear brand most men ask for. In exclusive water repellent all-weather fabrics that give you utmost rain, wind and dust protection—and extremely lightweight 100% waterproof coats that retain natural fabric "feel" and drape! Both outstanding in styles and values!

BETTER DEALERS FEATURE:

## ALLIGATOR

*Rainwear*

because ... IT'S SURE TO RAIN

The Alligator Company, St. Louis, New York, Los Angeles

Tennis Transfusion CONTINUED

## AMATEUR FIELD IS WIDE OPEN

On the basis of his championship performance at Forest Hills, Pancho Gonzales temporarily goes to the head of the class. But the new kingpin of world amateurs could just as easily be any of the fine young prospects pictured below. All of them are in their 20s and all of them did well at Forest Hills. With one exception (Victor Seixas, a Philadelphian) they all come from California. The upsurge of young talent is so unmistakable that even hyperconservative Alrick Man, captain of the U.S. Davis Cup team, sees nothing to worry about for the next few years.



**HARRY LIKAS**, Forest Hills quarter-finalist, is U.S. collegiate champion.



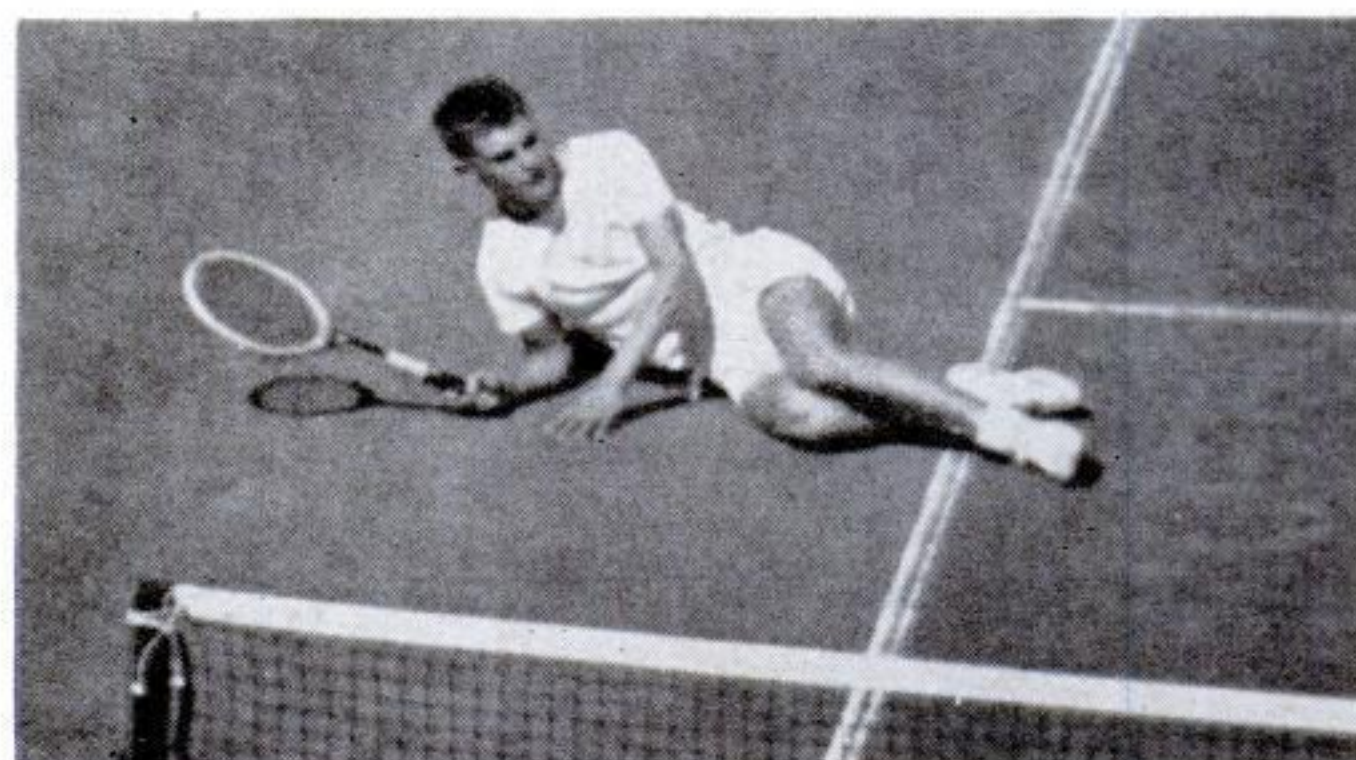
**EARL COCHELL**, No. 9 player in U.S., also reached the quarter-finals.



**SAM MATCH**, who is unranked nationally, beat Gonzales earlier this year.



**VICTOR SEIXAS** was runner-up to Likas in the national collegiate finals.



**HERBERT FLAM**, twice U.S. junior champion, takes a spill while beating Likas at Forest Hills. The unseeded Flam "got hot" and reached the semifinals.





# dextrose

FOOD-ENERGY SUGAR

improves flavor and texture  
of "sweet goods"

*Buy it Baked*

You call these delicious bakery products *coffee rings*, *cinnamon buns*, *Danish pastries*, and *stollens*. Bakers call them "sweet doughs", or "sweet goods". At any meal . . . or between meals . . . they are popular with everyone who enjoys fine food.

Bakers combine dextrose and sucrose (both fine sugars) to give "sweet goods" their gratifying texture and satisfying sweetness . . . and to emphasize the flavor of the fruits, nuts and spices that make these fine bakery products so appetizing.

**CORN PRODUCTS REFINING COMPANY**

One of the producers of dextrose . . . a natural sugar

© C. P. R. Co. 1948



# NEW! A FOOL-PROOF



IT'S FOOL-PROOF



CUTS INSTANTLY



NO BINDING



IT'S FOOL-PROOF



IT'S FOOL-PROOF



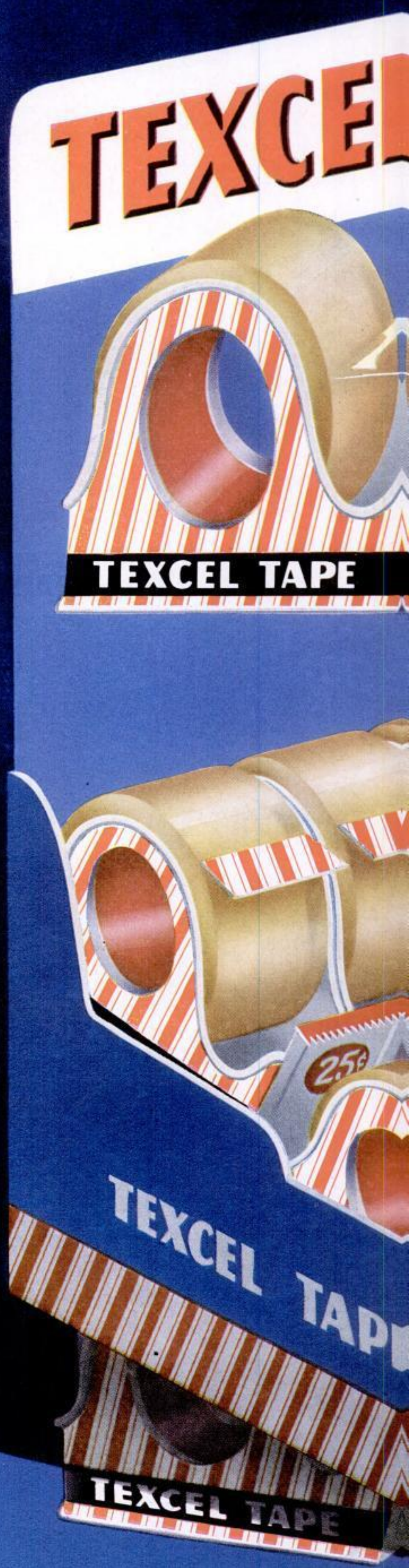
CUTS EASILY



NO TUGGING



IT'S FOOL-PROOF



1001 USES



ROOF

dispenser for  
cellophane tape!

TAPE



HOLDS FAST



MENDS & SEALS

25¢



1001 USES



LOOK FOR THE  
CANDY STRIPE  
DISPENSER



TEXCEL  
TAPE

25¢

Seals and  
Mends



© INDUSTRIAL TAPE CORPORATION  
NEW BRUNSWICK, N. J.

® TEXCEL



**Throw away the cook book  
-get set for baking fun!**

... WITH A BOX OF DUFF'S HOT ROLL MIX in your hand! No work, woe or worry to home baking these days ... just the joy of turning out *extra-good* dinner rolls, sweet rolls and coffee cakes *quickly and easily*, thanks to Duff's newest *never-fail* mix! So get set for baking fun ... insist on Duff's—the *original* and *best* Hot Roll Mix!

**FULLY-PREPARED ... JUST ADD WATER—that's all!**



© 1948



**JUST  
ADD WATER  
THAT'S ALL!**

**FOR DOZENS OF  
GOOD THINGS TO EAT  
TRY THESE OTHER  
DUFF'S MIXES, TOO!**

**GINGERBREAD MIX**



**Shortcake!** Spicy gingerbread baked to a fluffy height with Duff's! Cut a big square, split, and slice creamy bananas between layers and on top. Crown with foamy whipped cream and cherry!

**HOT MUFFIN MIX**



**Raisin Muffins** and tall, frosty glasses of milk are a perfect snack-time combination. Easy and quick to make, too. Add 1 c. raisins to regular muffin batter made with Duff's Hot Muffin Mix.

**DEVIL'S FOOD MIX**



**Fudge Cookies!** It's no problem keeping that cookie jar filled with Duff's Mix on hand. Add  $\frac{3}{4}$  cup cool water to mix. Drop on greased cookiesheet, bake at 350° for 15 min. Frost with fudge icing.

**WHITE CAKE MIX**



**Custard Layer Cake.** Spread chocolate custard between light, lacy layers of white cake made with Duff's. Add cocoa to whipped cream for a topping and you're sure to get calls for "more!"

**SPICE CAKE MIX**



**Marble Cake!** Caterer's special ... but you make it at home with Duff's! Prepare batter as usual; divide in two. To one half add  $\frac{1}{4}$  c. cocoa. Blend batters, bake. Use a caramel icing.

**WAFFLE MIX**



**Chipped Beef** on waffles! Just try some tender-light, crisp waffles made with Duff's, nobly crowned with rich, zesty cream-ed chipped beef. It's a hearty meal that's easy, elegant and economical.



**AMERICA'S MOST FAMOUS LINE  
OF BAKING MIXES**  
PRODUCTS OF AMERICAN HOME FOODS





ON SEPT. 21 THE GROWING MIGHT OF FLORIDA'S MOST RECENT HURRICANE LASHES SEAS OF BISCAYNE BAY ACROSS MIAMI'S BOULEVARDS

# Big Wind Man

Grady Norton, expert on hurricanes, watches them born, plots their growth to fury and does his best to cheat them out of their prey

by JOHN KOBLER

**G**RADY NORTON of Miami, Fla., one of the world's topflight meteorologists, is a tall, stringy man of 54 who specializes passionately in hurricanes. When friends ask him how he got that way, they evoke the memory of a horror he witnessed 20 years ago. At the time an obscure employe of the U.S. Weather Bureau, Norton was on vacation visiting relatives near Lake Okeechobee, Fla. Or rather what was left of Lake Okeechobee. Three days before a 125-mile-an-hour hurricane had blasted the water out of it. About 2,000 people had been drowned.

They were burying the remains. In a trench nearly half a mile long lay mounds of torn and decomposing flesh which, for sanitary reasons, had been doused with kerosene. As Norton watched them toss in spadefuls of muddied earth, he heard a woman behind him mutter brokenly, "There's something wrong with them forecasters or Joe would of got away in time."

"I did not disclose my connection with the U.S. Weather Bureau," says Norton, whose speech and manner have the precision of calipers, "but I took what that poor woman said to heart, and I knew then and there that what I wanted to do most in life was to prevent such senseless destruction."

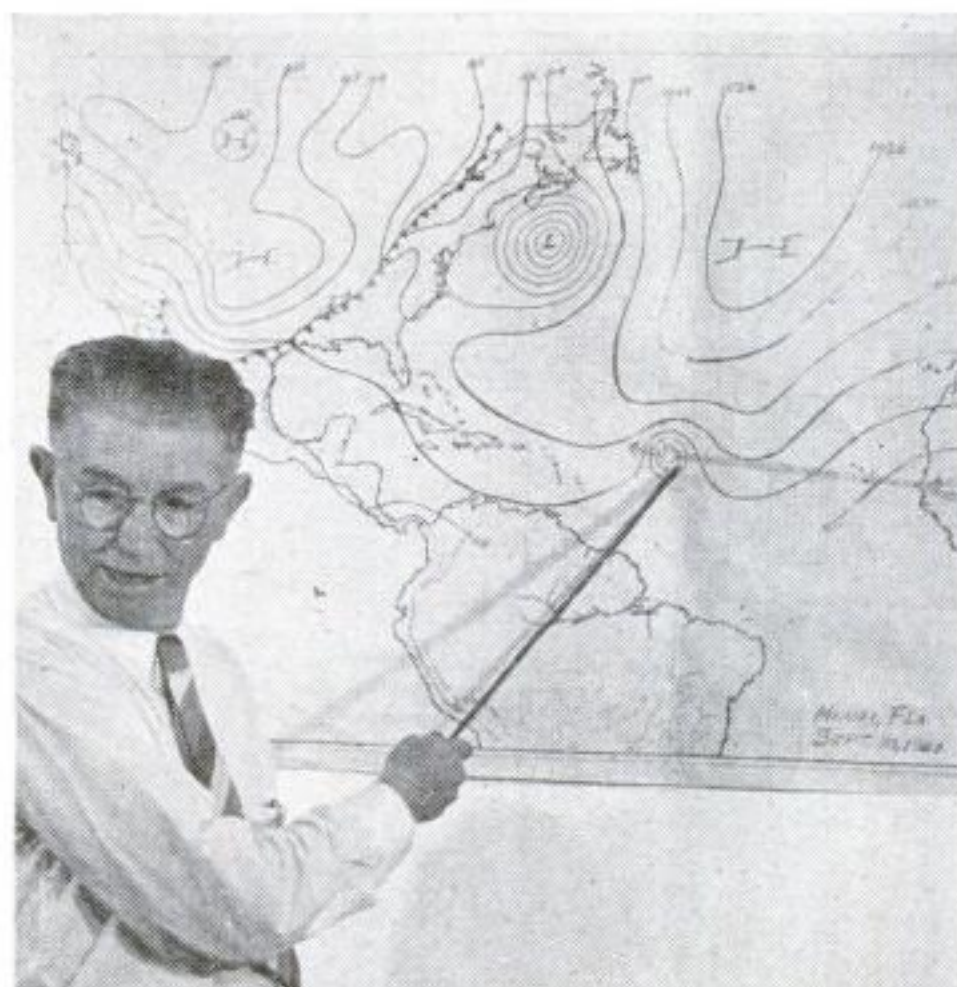
During the last 13 years, as Supervising Forecaster of the Hurricane Warning Service for the

Southeastern Area, Grady Norton has been preventing it. When he was appointed to the post, seasonal hurricanes were taking 81 lives to every \$10 million of property damage. Today the ratio is four.

Norton's chief weapon in his war on hurricanes is a talent for interpreting meteorological clues so highly developed that he can frequently predict, with 90% accuracy and 24 hours in advance, when and where the pay-off will come, thus providing the inhabitants of the danger zones with ample time to protect themselves. The log of the hurricane which struck Florida last week offers a prime illustration of Norton and his staff in action.

On Saturday, Sept. 18, at 3 p.m. Norton is enjoying a siesta in the five-room apartment he shares with his wife. (They have no children.) The telephone ringing at his bedside fetches him bolt upright. It is Robert Gentry, an assistant forecaster, calling him from headquarters—the owner of Miami's 16-story Vocational Education Building. Navy reconnaissance planes, which had been investigating a squally area in the Caribbean since Tuesday, have reported a small storm center forming southeast of Grand Cayman Island. Gentry has already marked the point on a weather map covering the South Atlantic.

Norton hurries over and, playing safe, broadcasts orders to hoist preliminary storm warnings



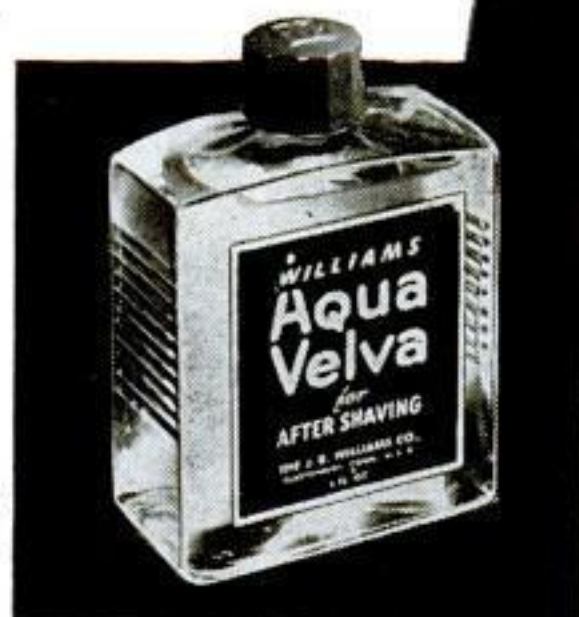
**HURRICANE** of Sept. 10 is pointed out by Norton to his staff as it hesitates before turning toward the U.S.



Lucius Beebe, distinguished columnist and arbiter of good taste, is a member of the Aqua Velva After-Shave Club.

Join  
**Lucius  
Beebe**

IN ONE OF THE WORLD'S  
FOREMOST CLUBS



Your early-morning disposition will brighten when you join the Aqua Velva After-Shave Club. Aqua Velva is a bright exclamation point at the end of your shave. It refreshes the face, gives you a healthier look, raises the spirits with its clean, fresh scent. It's good before and after electric shaving, too. Get a bottle of Aqua Velva today.

#### A FEW OF THE MEMBERS

Norman Rockwell Albert Spalding Lauritz Melchior  
John Erskine James Thurber Sir Cedric Hardwicke

# DEMUTH

*Absorbent Filter Pipes*

The ONLY FINE PIPES with this  
Absorbent, Changeable Filter



Changeable, absorbent filter reduces nicotine, tars, flakes, juices; improves tobacco aroma; cools and cleanses the smoke. Change filter when discolored. Box of 25 refills with each pipe.

#### IMPORTED BRIAR ROOT

##### DEMUTH GOLD DOT

Handcrafted pipes with rare natural grain in virgin color. Hand-rubbed finish. 14K gold band. 30 shapes. With pipe bag and gift box.



\$10

##### DEMUTH ARISTOCRAT

Beautiful light mahogany finish. Convenient Shur-lock screw mouthpiece insures tight, perfect fit. 30 shapes. In handsome gift box.



\$5

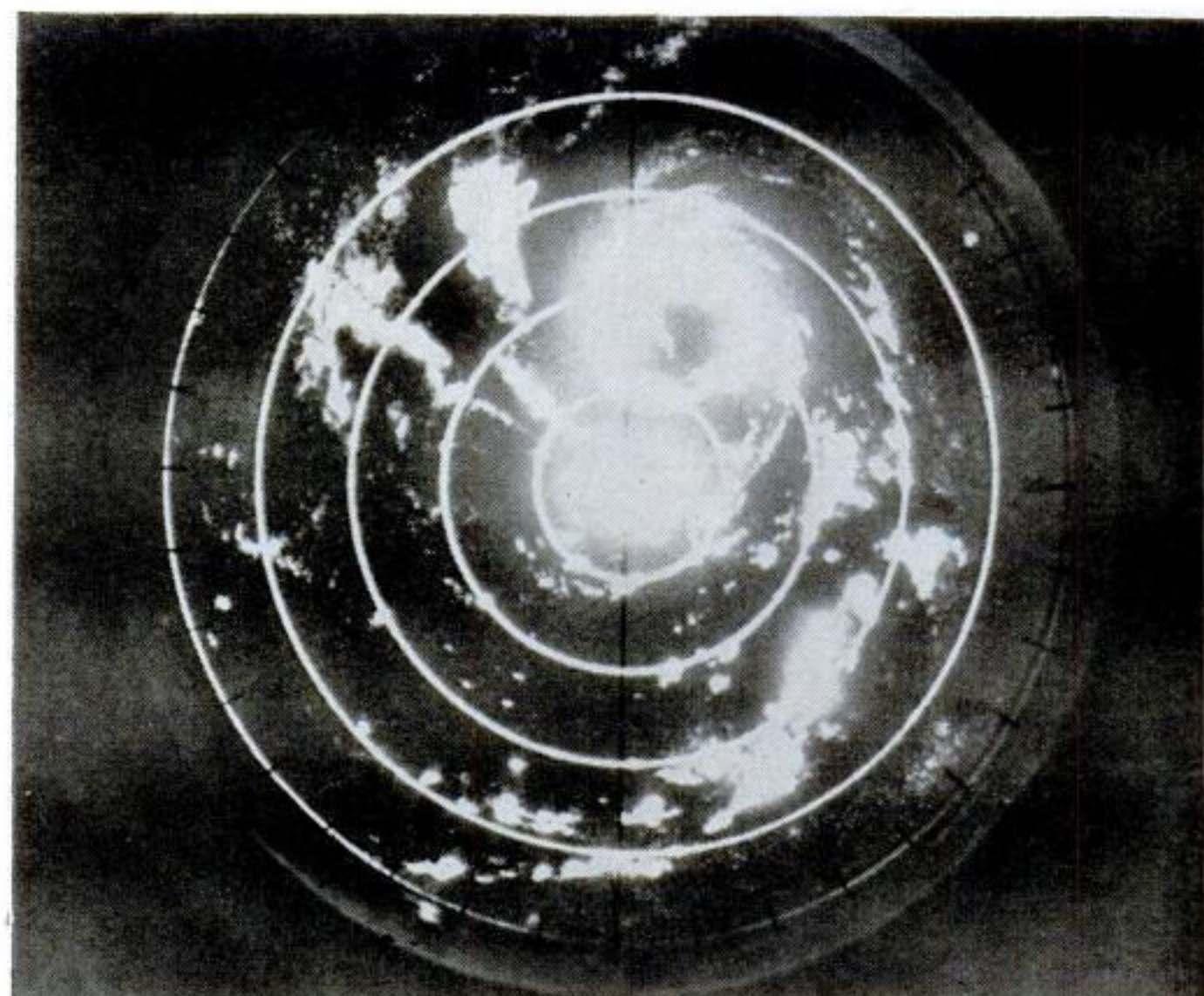
##### ROYAL DEMUTH

Smooth or finely etched pipes in mahogany or walnut finish. Fine rubber or Ambria mouthpieces. 42 shapes. Handsome gift box.



\$3.50

WRITE FOR NEW STYLE BOOKLET. WM. DEMUTH & CO., INC., NEW YORK 22



**HURRICANE'S EYE**, seen here by radar just above center, is vicious mass of hot moist air swirling around dead calm area. The other specks are squalls.

## BIG WIND MAN CONTINUED

from the Keys northward to greater Miami. Then on an open communication line to Miami Air Depot he confers hurriedly with Captain Elsasser of the Air Forces Aerological Center and Commander Harding, Naval Air Station. They agree on the need for a closer look. From the naval air base at Roosevelt Roads, Puerto Rico, a pilot takes off in a four-engine Privateer fitted with weather instruments, on a dangerous game of tag. ("We had to wait for the war," says Norton, "before fliers had the experience to risk it.") Streaking southeast, the pilot meets the storm head-on. He dives spang through the calm spot at its center, then circles back to fly around it, above and below it. At times he lets himself be sucked right into the vortex itself. All the while his instruments register the characteristics that tell Norton in his office hundreds of miles away what manner of monster is approaching—moisture, atmospheric pressure, temperature, wind velocity.

Presently the exhausted Navy pilot turns back. An Army flier in a B-29 out of Coolidge Field, Antigua spells him. For days to come Army and Navy planes alternate runs.

The whole wind system is now plowing northward 8 mph., the deadly winds around its center spinning at about 100 mph. and blanketing an area almost 100 miles across. As it continues to expand in scope and fury, other nonhuman eyes follow it. On lifeless rocks jutting out of the Atlantic, automatic weather stations record and transmit its shifting moods. In the skies, 80,000 feet up, soar balloon-borne raysons—boxes of light metal enclosing miniature weather instruments and radio transmitters.

What these eyes see is uniformly menacing. Gentry's chart is crosshatched with red Xs curving ever nearer to land. Norton has been filing bulletins almost hourly. Their content is still general but of mounting urgency.

### A blind behemoth

**E**ARLY Monday morning the hurricane reaches the Florida Straits 30 miles east of Havana and falters. There it hovers, a blind, sullen behemoth, pondering its next move. ("We started sweating blood," Norton recalls.) No member of his staff—two forecasters, four assistants and a dozen clerks and stenographers, some of them women—has left the building since Saturday night. Sandwiches and coffee have been brought in, enough for a prolonged siege. "When it's that close," Norton explains, "you start living with it." Now and during the hours to come he must anticipate every twist and turn the hurricane may take. His advices are clear, specific, regular: "The hurricane will come on in about 24 hours. . . . There will be heavy rains. . . . Tides will be abnormally high all along the east coast."

Monday night the hurricane stirs again, slowly veers. Its progress is so sluggish that Norton will later dub it "Hurricane Oxcart." But Tuesday morning it hits the Florida mainland just east of Everglades City on the Gulf of Mexico. For Norton this is the crucial phase. Outside in the darkening streets Red Cross and police are completing a maneuver which, as much as any other single



effort, will keep fatalities low. They have evacuated thousands from the waterfront and are shepherding them into prearranged shelters, in schools and public buildings stocked with food, water and bedding.

Late Tuesday afternoon Norton can see the show for himself through the reinforced windows of the Vocational Education Building. First, little gusts of wind popping in the eastern sky. Next, high-riding, feathery cirrus clouds. Behind them, solid gray masses, deepening into low dark storm clouds. The building sways drunkenly. Norton has to brace himself against the walls. All the windows are sealed and the air grows hot and steamy as a jungle. To a man the staff feels as queasy as landlubbers at sea. In that condition they sit out the passage of the hurricane, which reaches its climax not in Miami but northward, around Lake Okeechobee.

"I then went home to see what was left," Norton relates. He found that the roof of his apartment, which had been under repairs when the hurricane struck, had collapsed in spots, spilling water all over the living room. Mrs. Norton, however, who is a church organist, had taken refuge with friends and was safe.

A few days later Norton is able to inform Washington that public reaction had been good and little criticism received by his service. His forecasts have been slightly better than 90% accurate.

But Norton derives his deepest satisfaction from the returns on casualties. Whereas a decade ago the average hurricane might kill 500 people, this one has killed only three (property damage, however, mostly to crops, runs around \$25 million). "Three deaths, of course, are too many," Norton insists. "I hope to see the day when there will be none."

### Convection and convergence

WHEN the supervising forecaster is not actively fighting hurricanes, he spends his time trying to determine what stirs them up in the first place, a point over which meteorologists still haggle. A hurricane is technically defined as a storm arising in tropical seas with a wind velocity of at least 75 mph, or Force 12 in the wind scale devised by the 19th Century English meteorologist, Admiral Sir Francis Beaufort, Force 0 being dead calm. Its name is generally believed to stem from the Carib Indian *huracan* or *hurrican* and the Spanish *huracan*, meaning "evil spirit," and its nature is identical with such storms as the typhoon of the China Sea, the cyclone of the Indian Ocean and South Pacific, the willy-willy of Australia and the *baguio* of the Philippine Islands. Hot, moist air is a fundamental condition of its development. Its cradle is the doldrums, the heat equator which runs near but not at the geographical equator. Here, usually in the fall, after the summer sun has exerted its maximum power, the air tends to rise with the heat waves just as it does in the vicinity of a fire. In this rising air eddies form. What sets them in motion is the crux of the debate among Norton's colleagues.

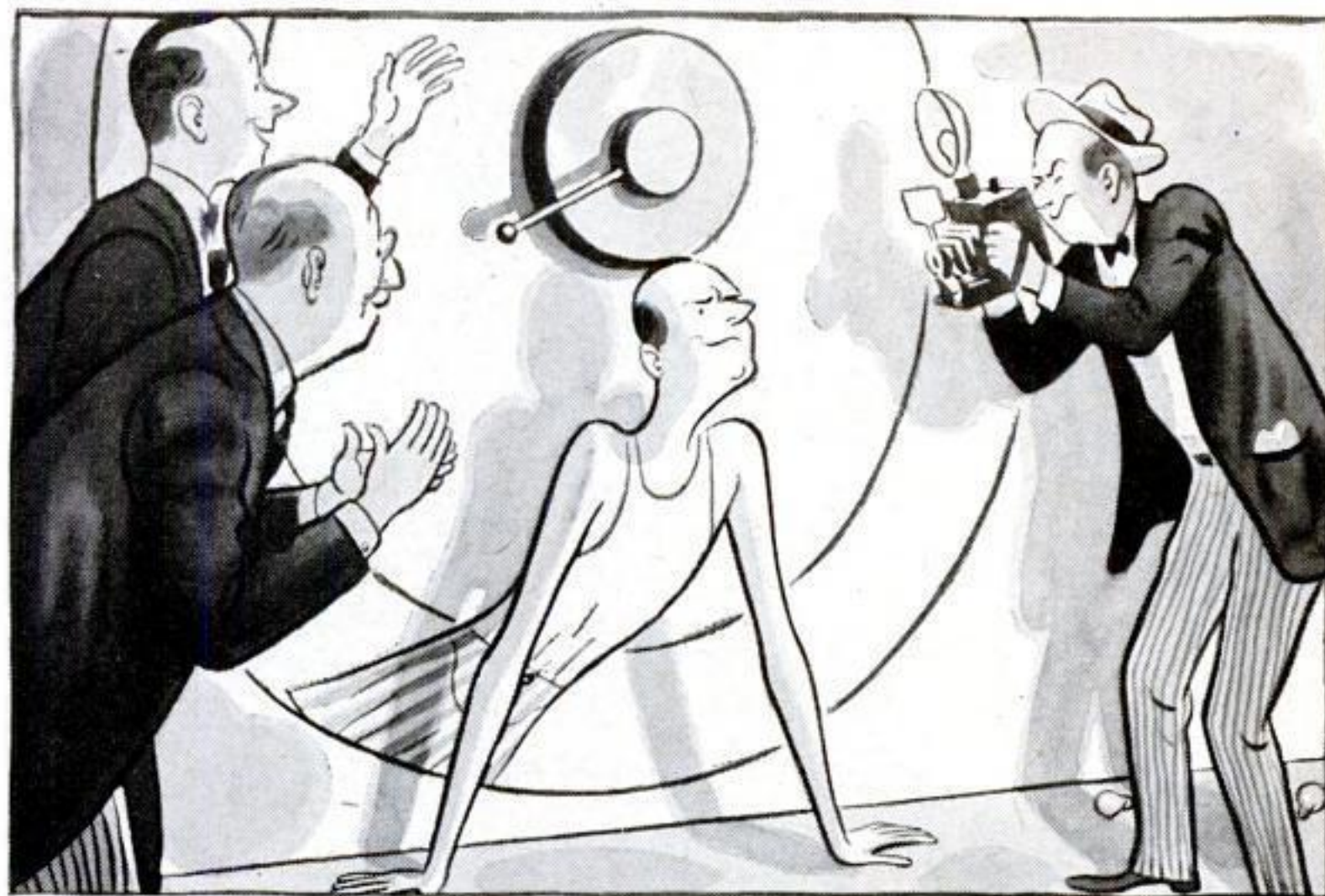
One school explains it in terms of the principle of convection—the transference of heat by movement of warm air upward and cold air downward. Norton feels this is an oversimplification. The principle of convergence, he argues, must be considered. This operates when two or more streams of air meet and impinge on themselves in the same manner as air rushing through a suddenly opened window to meet the air outside. He established this theory to his own satisfaction in 1935 in collaboration with Gordon Dunn and other members of the Weather Bureau, after observing that the phenomenon occurred even among perfectly homogeneous air masses. He found that roughly 90% of these convergence waves flatten out harmlessly, but the remainder grow to hurricane force. Majority expert opinion now favors both convection and convergence as the leading causative factors, though by no means the only ones.

As it gains momentum the hurricane is dragged along by the major windstreams in the upper air like a tail after a kite. Thus it moves as the whirling center of a greater wind system. Once underway it will not dissipate in tropical waters, but only when it meets land or cold air.

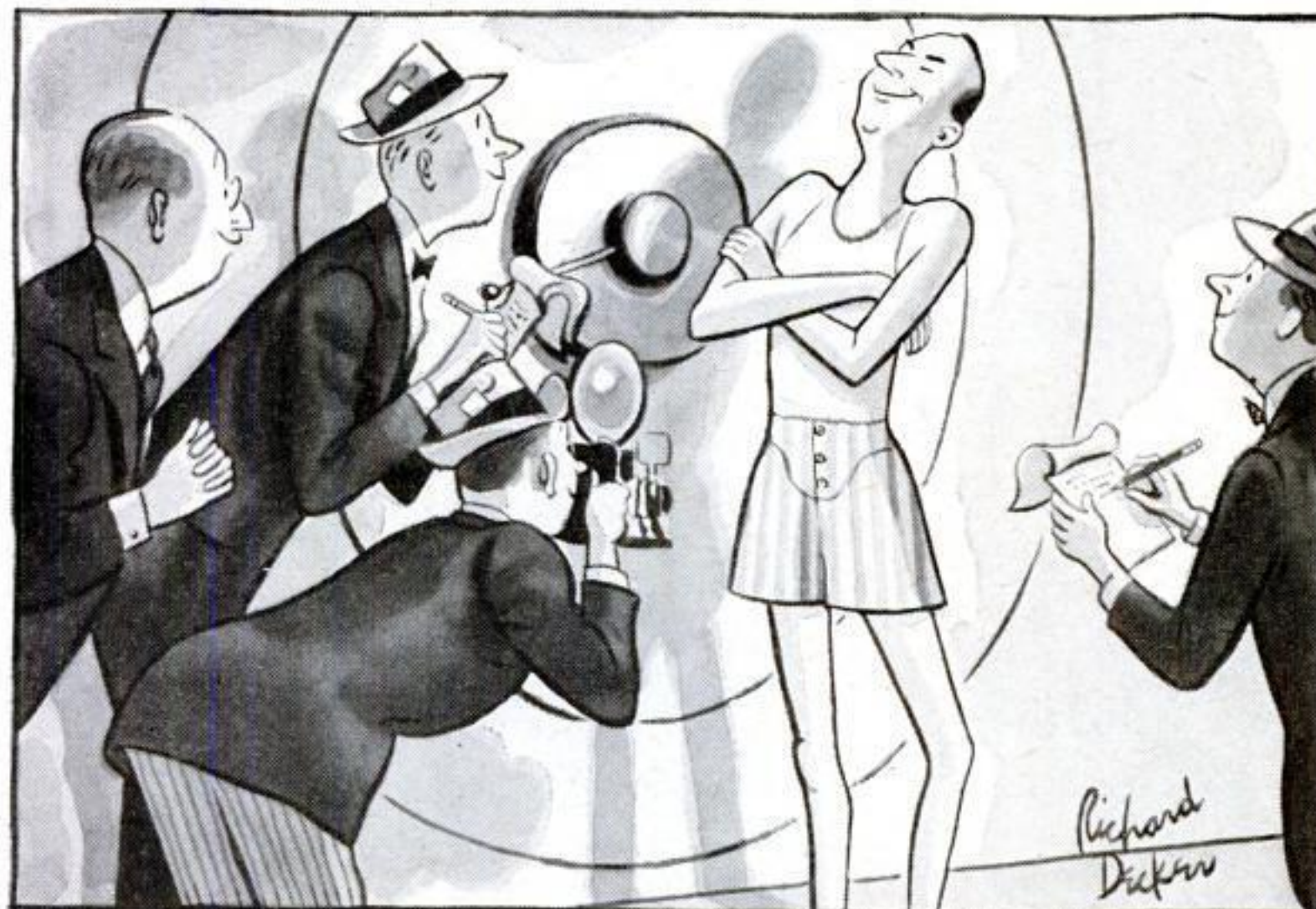
Old ships' logs and histories abound in references to hurricanes of the Western Hemisphere during the four and a half centuries since Columbus discovered America (Columbus himself lost part of his fleet in one), but complete records are available for only the last 50 years. In that span meteorologists have tracked more than 450 hurricanes. Every one of those that actually reached land did so during the months of June through October. The South has always been the hardest and most frequently hit section of the country. Florida, the No. 1 victim, has averaged 1.3 hurricanes a year and has suffered all told, since 1900, 3,000 fatalities and \$315 million in property damage. The worst single catastrophe in terms of lives

CONTINUED ON NEXT PAGE

## GREAT MOMENTS and the moment after by Richard Decker



"Folks, let's give three loud cheers for 'Snake-hips Sam'—the first escape-artist to wriggle out of a sealed bank vault! By the by Sam, what happened to all your clothes, except your shorts?"



"You'll find the rest of my wardrobe deposited in the vault—where I lost it. But thanks to stay-put GRIPPER\* fasteners, I still have my shorts! Gripper fasteners simply don't pop off. They're rust-proof and laundry-proof too!"

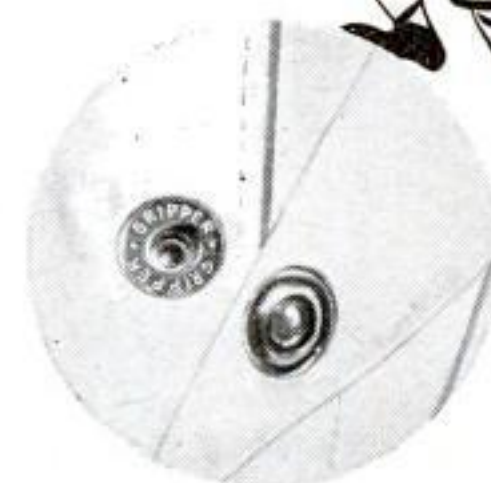
FOR GREATER CONVENIENCE...NEATER  
APPEARANCE...BUY CHILDREN'S CLOTHING...HOUSE  
DRESSES...MEN'S SHORTS (CONVENTIONAL OR  
ELASTIC BAND TYPE)...WITH GRIPPER\* FASTENERS...  
THE LAUNDRY-PROOF SNAP FASTENERS THAT  
END "BUTTON BOTHER"!

Also available at notion counters for home attachment.

**GRIPPER\***  
FASTENERS

\*© by Scovill Mfg. Co.

A PRODUCT OF SCOVILL





Now!  
a great  
shaver  
made  
even  
better

CLOSER—CLEANER  
—FASTER SHAVES  
for only \$16.50

A lot of men will tell you that the Schick Colonel couldn't be improved. But look at what we've done to the Colonel right where it makes its frontal attack.

That's a brand-new head the Colonel is sporting in the picture — the new 3-M Hollow-Ground Shearing Head that makes the Colonel a cleaner-than-ever shaver—and a better-than-ever value at only \$16.50.

You'll know it is as soon as you begin to glide this new head across your face.

It doesn't miss a whisker. Every hair stands erect when it meets the interceptor bar shown in the picture. And every hair gets cropped at clean skinline—right at its base.

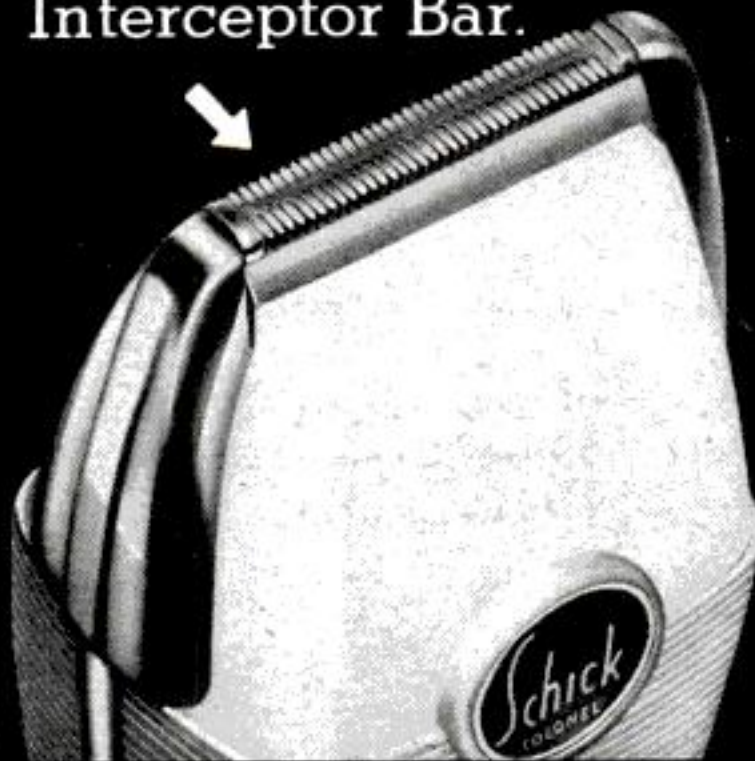
There's nothing left but smooth clean skin. Yet the Colonel just can't cut. It can't burn. It can only shave you close and clean.

The Colonel has been the shaving favorite of millions. This new and better Colonel has 18 years of electric shaving pioneering behind it.

There it is—new 3-M Hollow-Ground Head, smarter travel case, closer, quicker shaving—all for only \$16.50. At the nearest Schick dealer!

SCHICK INCORPORATED, STAMFORD, CONN.

Here's the new  
3-M  
HOLLOW GROUND  
Shearing Head.  
Note the Fast Pickup  
Interceptor Bar.



SCHICK COLONEL — only \$16.50

Bring Your Old Colonel\*  
Up to Date

You can easily modernize your present Colonel — \*or any earlier Schick. Send or take it to the nearest Schick Service Branch. The new 3-M Hollow-Ground Shearing Head can be installed for only \$3.00.

SCHICK *Electric* SHAVER

## BIG WIND MAN CONTINUED

lost, however, was inflicted on Galveston, Texas in 1900. Six thousand people died, \$50 million worth of property was destroyed.

But in general, however violent the hurricanes themselves, fatality figures have continued to decline. One reason, in addition to improved warning services and rescue work, has been the mass indoctrination in safety precautions through literature and radio talks, many of them drafted by Norton. Today practically everybody living in a hurricane zone knows enough to stay clear of beaches, board up windows with sound lumber, immobilize loose objects, sterilize bathtubs and fill them with fresh water—to list four of the 10 basic safety rules which are continually circulated by the Weather Bureau.

At first glance the record of property damage by hurricanes in the U.S. is less reassuring than that of human casualties. In the five years from 1926 through 1930 the total was \$131,153,000. Between 1940 and 1945 the figure was more than twice that. But this reflects the rise in building costs and realty values rather than numerical loss. In reality most buildings that have gone up since 1926, when the Warning Service began agitating for hurricane-proof construction, are still standing. The heaviest damage is now rather to crops, forests, communications and structures built before 1926.

Modern building codes of the hurricane belt, often formulated after consultation with Norton, specify such safety features as tied-down instead of braced-up roofs (the worst damage is cumulative, caused when one building collapses and knocks down others); flat roofs without gewgaws; reinforced concrete or steel pillars every few feet instead of the long brick walls that used to crumble like eggshells. Norton remembers with amusement the time, a few years ago, when the Navy invited him to inspect a new hangar at the air depot. "She's built to withstand a 75-mile-an-hour wind," the officer in charge proudly told him. "I laughed," says Norton. "Down here we consider that a gentle zephyr. Sure enough, the next hurricane blew the thing over."

Norton has been fascinated by bad weather of one sort or another since he was a boy in Choctaw County, Ala. He got his first introduction to meteorology in high school as part of a general science course. Later at Texas A & M he majored in it. Lack of funds kept him from graduating, but he acquired the equivalent of a scientific degree through night courses and home study, and the U.S. Weather Bureau took him on as a junior employee. Drafted in World War I, he wound up a technical sergeant assigned to a weather unit in Washington.

Until 1935 hurricane warnings were issued entirely from Washington. The results—delayed, inaccurate information—eventually convinced the bureau that its forecasters should get closer to the scene of action. Accordingly it decentralized the Warning Service. Norton was doing general weather forecasting in New Orleans when he called the turn on a series of storms so accurately that his superiors promoted him to Supervising Forecaster and hurricane duty. He was shifted first to the Jacksonville office, then in 1943 to the Miami office, upon which 75% of the hurricane work falls. He draws the pay of a senior meteorologist, which is \$6,000 a year.

### Bombs and dry ice

WHEN Norton settled down in Miami he had yet to experience his first big hurricane. He looked forward to it with the eagerness of a fledgling prizefighter approaching his first contest. But when it came, in 1944, it made him so sick that all he wanted to do was lie down, and it was too dark to see much anyway. He did, however, give that particular hurricane the designation by which it is still identified in scientific publications, a distinction comparable in medicine to having a disease named after you. He called it "The Great Atlantic Hurricane."

Although Norton believes that the hurricane's toll of life and property can be reduced still further, he is bearish about the chances of keeping the big winds from blowing altogether. A good many people have made the effort, both scientists and crackpots. The Navy once tried detonating high explosives at sea on the same theory which set oldtime skippers to firing broadsides into waterspouts. Actually explosives create the very conditions most encouraging to hurricanes—heat and updraft. A Florida politician snagged himself a lot of publicity by clamoring for 1,000 bombers. They were supposed to drop blockbusters in the path of the next hurricane. The latest proposal, and the soundest one in theory, is to seed the air with dry ice, since hurricanes will dissipate on meeting cold air. The refrigerated area, however, would have to be enormous. "A little refrigerant would be worse than none," says Norton. "Personally, I think hurricanes will be with us for some time to come."





HONEYMOON IN THE SMOKY MOUNTAINS. Known as the "Land of the Sky," the mountain areas of North Carolina and Tennessee unfold their magic in verdant, peaceful forests and lofty, blue-tinged peaks. Painted by Hobson Pittman for the De Beers Collection.

At

last they've lived the scenes they'd dreamed on... the church a magic blur of candlelight and roses, the wedding breakfast thronged with friends, and now, one favored spot on all the earth enchanted just for them. Each moment passes but is never lost... for in the engagement diamond on her finger the memories will shine for them forever. So, her diamond, though it need not be costly or of many carats, should be chosen with care. Color, cutting, and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser.

De Beers Consolidated Mines, Ltd.

-  One-quarter carat \$90 to \$205
-  One-half carat \$250 to \$450
-  One carat \$600 to \$1185
-  Two carats \$1400 to \$3335

a  
Diamond  
is  
forever

The prices above for unmounted quality stones were averaged from a great many stores in May, 1948. Add Federal tax.



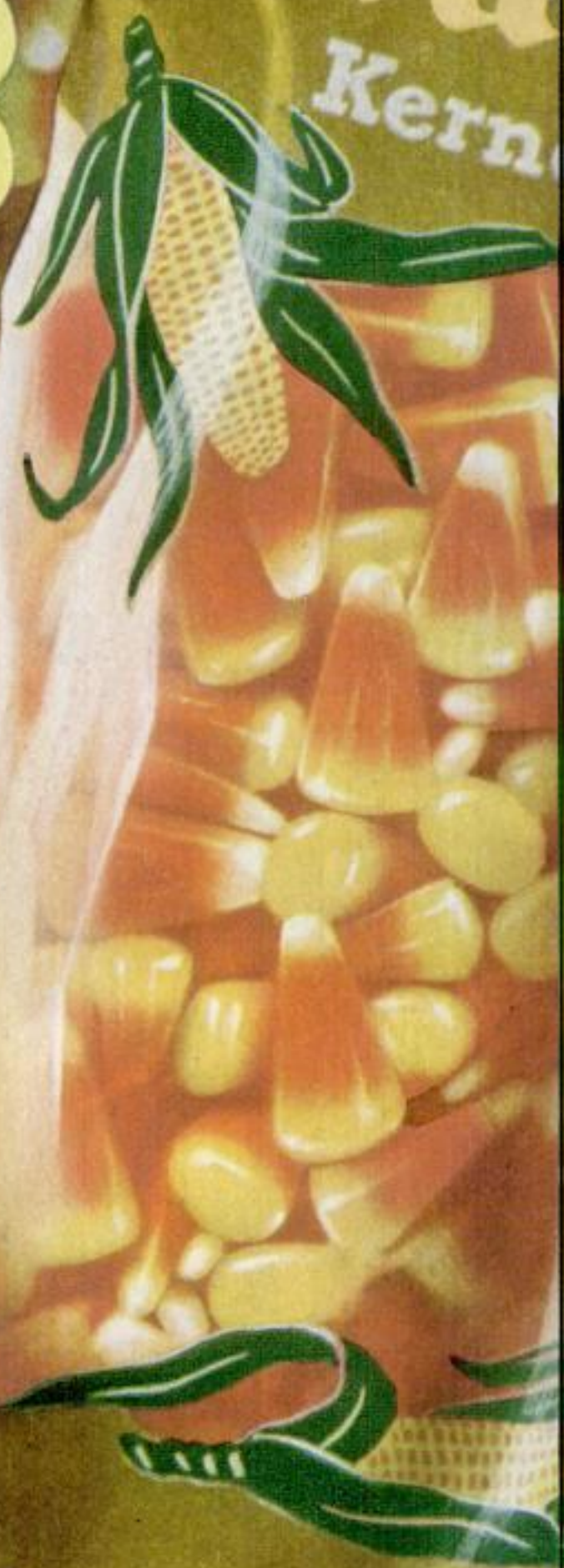
# Pick Brach's and

**Brach's**  
Candy Corn

**Brach's** 10¢  
BANTAM CANDY CORN

Brach's Candy  
Corn is on sale  
in Cellophane bags,  
boxes or bulk in  
better stores  
everywhere

**Brach's**  
Kern





# Candy Corn

## you pick the finest!

**RICH WITH HONEY-BUTTER FLAVOR**—tender and delicious—Brach's Candy Corn is an old-time confection at its *best*! Each creamy, mellow little kernel has three tempting colors! Bring a package of Brach's Candy Corn home for a treat tonight! The name Brach's on Candy Corn, chocolates, bars and other candies—stands for the finest candies 44 years of skill and care can produce!

# Brach's

## FINE CANDIES



# Most Important Motor Oil Development in 9 Years...Unique **"X" Safety Factor** *for first time* Attacks Major Cause of Engine Wear

**Acid Action from "On and Off" Driving  
Now Counteracted,  
Engine Life Prolonged**



**It's not friction, as generally assumed, that causes the most engine wear!**

**It's Acid Action—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!**

In your short trips about town, to the office, to school, the bank—your engine is intermittently "On and Off" . . . runs for brief periods of time only. Hence it seldom "warms up" to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases

and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting Acid Action that accounts for up to 90% of your engine's wear!

Shell Research worked all out on this problem . . . developed a unique "X" safety factor to combat Acid Action. Now, 2½ million miles of road testing have proved conclusively that with this "X" safety factor Acid Action is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This

oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive. It is unequalled by any other motor oil, no matter its price.

**Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.**

***It's Incomparable!***



# Can he find water?...



AUTHOR ROBERTS WATCHES SPELLBOUND AS HENRY GROSS WIELDS A TWIG THAT POINTS MYSTERIOUSLY TO UNDERGROUND SPRINGS

## ... Kenneth Roberts says yes

### NOVELIST CONDUCTS A WATER-DOWSING DEMONSTRATION AT HIS KENNEBUNKPORT HOME

The ancient custom of water dowsing, or finding hidden springs with a forked stick, is regarded by most people as pure hokum. But to Author Kenneth Roberts (*Northwest Passage*, *Rabble in Arms*, etc.) it is a serious and wonderful business. In late August on his 115-acre estate at Kennebunkport, Maine, Roberts held a demonstration of water dowsing which LIFE, along with a few skeptical members of the Society for Psychical Research, happily attended and soberly recorded.

Roberts' zeal for dowsing, sometimes called water witching, began 11 years ago when, needing a well, he hired some orthodox welldiggers who dug and dug but found no water. Roberts then consulted two local dowsers who, proceeding in traditional fashion, marched over the land clutching a Y-shaped stick. At one spot the stick dipped as if pulled down by an invisible force. Then Roberts began to dig, found a fine spring and has been a dowsing enthusiast ever since. Subsequently he has dug 22 springs on his acreage, all with the aid of dowsing. Says he, "It is infallible in proper hands."

Roberts believes the best dowser he ever met is Henry Gross, a short, quiet-spoken, 53-year-old fish and game warden from nearby Biddeford. Henry was the star attraction at Roberts' recent dowsing demonstration. Within a radius of 50 miles around Biddeford, Henry has been responsible for digging 30 wells, many for distraught farmers whose old wells had dried up. Henry takes no money for his services but sometimes gets \$5 in the mail from grateful well owners. Unlike some temperamental dowsers who dowse only with hazel sticks while the sun is high, Henry says he can work

24 hours a day with any kind of stick or even with grass, wire or old corset stays. Henry dowses on ice, snow, in an automobile or airplane. He claims he could be flown over Death Valley or the Sahara desert and his stick would indicate exactly where underground water, if any, was located. "By jingos," he declares, "I'm accurate to the inch."

Also at Mr. Roberts' were two lady dowsers, Mrs. Donald Doe and Mrs. Barker Mulheron, both housewife vacationers at Goose Rocks. They discovered they had the gift when somebody discussed dowsing at a cocktail party and for fun they went out on the lawn, picked a twig and began to operate. Unnerved but delighted, they have become protégées of Roberts, who rates them as talented amateurs. After five hours of dowsing experiments at Roberts' party interrupted only by beer and fish chowder, the members of the Psychical Research Society said the tests were interesting but inconclusive, at least until they had time to go home and think things over. Roberts pointed out angrily that no less an authority than the *Encyclopaedia Britannica* accepts dowsing as a proved though unexplained phenomenon.

Only one aspect of dowsing worries Roberts. To determine the depth and flow of a spring, Henry has started asking questions of the stick that can be answered by yes or no. For example when Henry asks, "Is it one foot deep? Two feet? Three feet?" and so on, the stick bows obligingly at the right figure. Similarly Henry has begun to ask about the World Series, the next war and other crucial matters. Feeling that he is tampering with dangerous forces, Roberts has admonished him shakily, "For God's sake, Henry, stick to water."



**in the best circles**



**At ease men!**  
A pair of Hubbard Slacks will make you fit for any company anywhere... any time... any place! They're cut and tailored just the way you like 'em. The fabrics of course are the very finest... choice selections from America's leading mills in a full variety of colors and patterns. Your favorite store has

**HUBBARD  
SLACKS**

HUBBARD PANTS COMPANY  
BREMEN, GEORGIA

## Water Dousing CONTINUED



**IN GARDEN TEST** Gross (next to man with hoe) tried to locate bottles of beer and champagne buried in lettuce patch. Because twig had previously been dipped in beer, he expected to find beer. He found champagne but not the beer



**IN TABLE TEST** Mrs. Barker Mulheron, a Massachusetts housewife, held twig, which unbeknownst to her had been dipped in gin, over four different bottles of liquor. As Roberts watched, her twig dipped down toward the gin.

CONTINUED ON PAGE 122

**Enjoy  
BETTER  
HEARING!**

"Eveready" hearing-aid "B" batteries give more power. Their exclusive construction eliminates waste space! You get better hearing longer through more hearing hours between battery changes!

**WAR SECRET!** This rugged, efficient construction made possible the proximity fuse—No. 2 in wartime importance.

Today, it helps you get more from your hearing aid! Ounce for ounce, the greatest energy producers—size for size, the most powerful... penny for penny, the most economical, "Eveready" batteries are for sale at your hearing-aid dealer's. Get them by name.

**EVEREADY**  
TRADE-MARKS  
MINI-MAX  
HEARING-AID BATTERIES

NATIONAL CARBON COMPANY, INC.  
30 East 42nd Street, New York 17, N. Y.

**TEETHING PAINS  
RELIEVED  
QUICKLY**



**W**HEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today

**DR. HAND'S  
TEETHING LOTION**  
Just rub it on the gums

**ALL LIGHTERS  
VOTE  
RONSONOL  
THE BEST!**

**RONSONOL Fuel**

**Supercharge** your lighter with instant-flash Ronsonol Fuel! RONSONOL ignites quicker, burns cleaner, gives more lights per filling. And insist, too, on sure-fire Ronson Redskin "Flints"—extra-long for extra service!

**Best for ANY Lighter**



**HE'S GOT A LOT OF  
DANGEROUS TERRITORY  
TO  
HANDLE...**

*but it isn't all  
on the map!*



Dick's a tough under-  
cover agent with a very  
secret mission...



Jane's a double-dealing  
gambling hall queen with a  
deadly trick up her sleeve...

*Between the two, there's enough danger and excitement to last a lifetime!*



# **DICK POWELL · JANE GREER** in ***Station West***

FROM THE ACTION PACKED PAGES OF THAT FAMOUS **SATURDAY EVENING POST** SERIAL STORY!

with  
**AGNES MOOREHEAD · BURL IVES · TOM POWERS · GORDON OLIVER · STEVE BRODIE**

DORE SCHARY in Charge of Production

Produced by ROBERT SPARKS

Directed by SIDNEY LANFIELD

Screen Play by FRANK FENTON and WINSTON MILLER



Hear Burl Ives  
as the troubadour  
of Rock Pass!

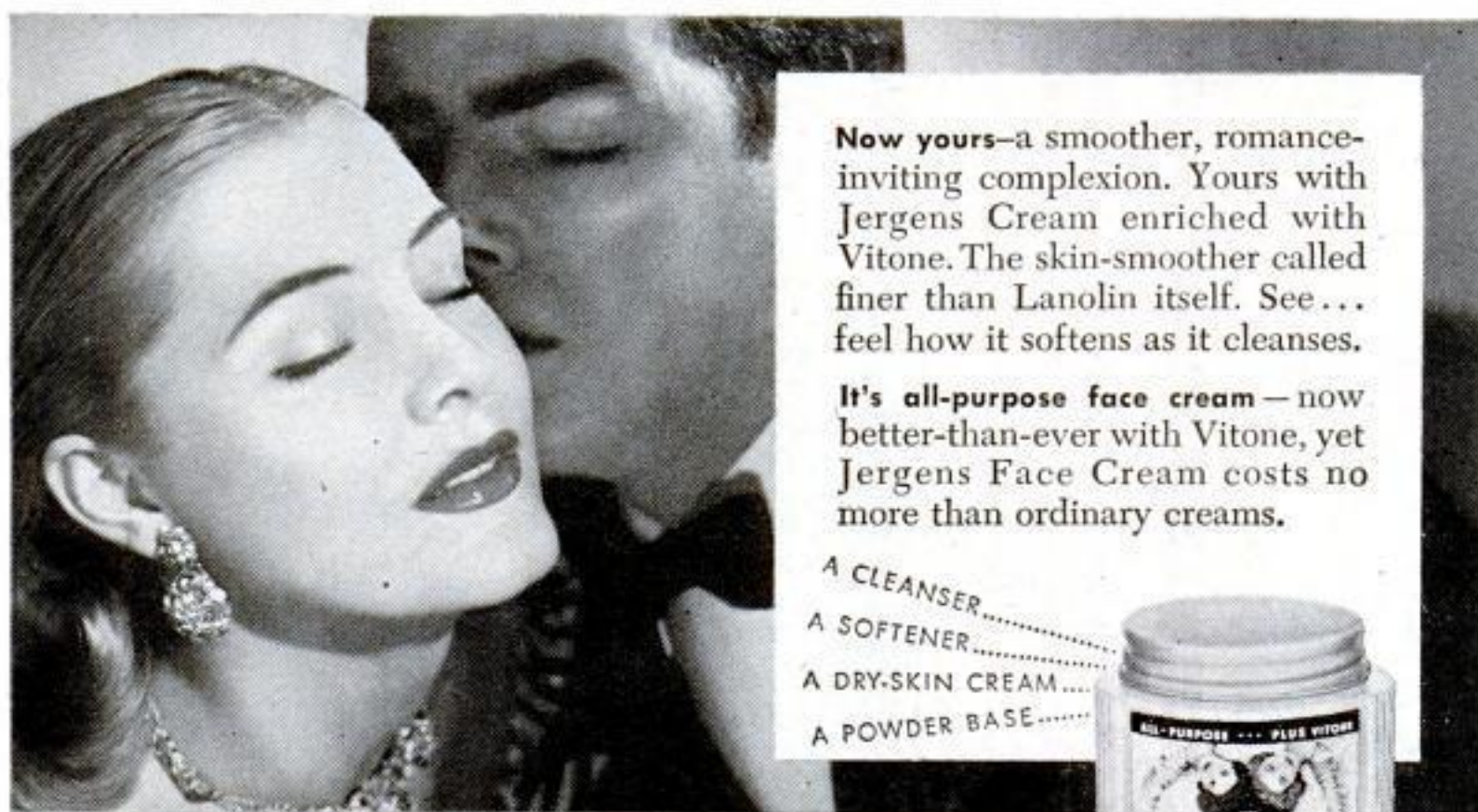


# Amazing!

# vitone

a skin-smoother finer than Lanolin...now in

## Jergens Face Cream



Now yours—a smoother, romance-inviting complexion. Yours with Jergens Cream enriched with Vitone. The skin-smoother called finer than Lanolin itself. See... feel how it softens as it cleanses.

It's all-purpose face cream—now better-than-ever with Vitone, yet Jergens Face Cream costs no more than ordinary creams.

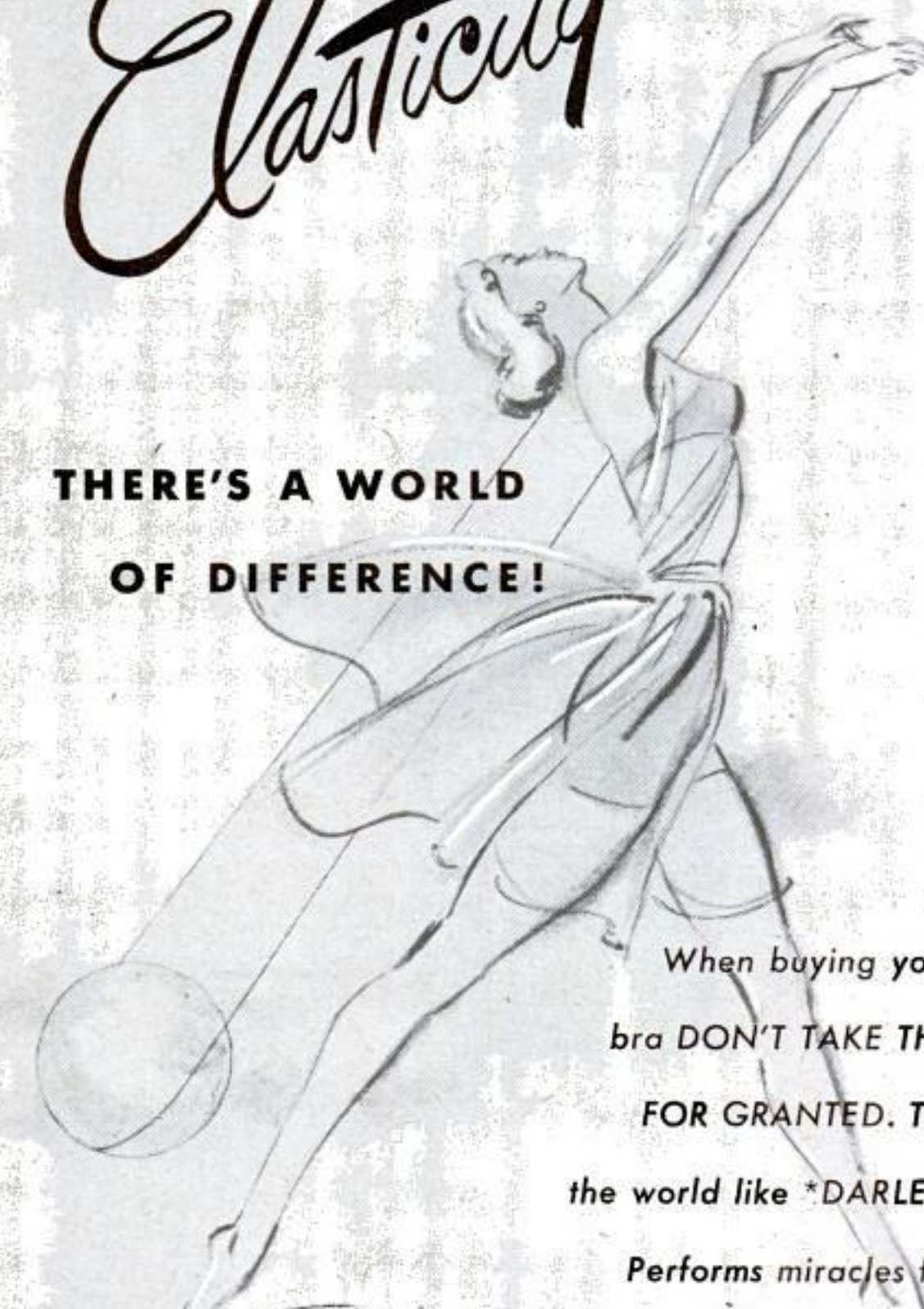
A CLEANSER...  
A SOFTENER...  
A DRY-SKIN CREAM...  
A POWDER BASE...



Doctors' tests show: 8 out of 10 complexions beautifully improved... "skins softer, smoother, fresher" with Jergens Vitone-enriched Face Cream!

# IN Elasticity

THERE'S A WORLD  
OF DIFFERENCE!

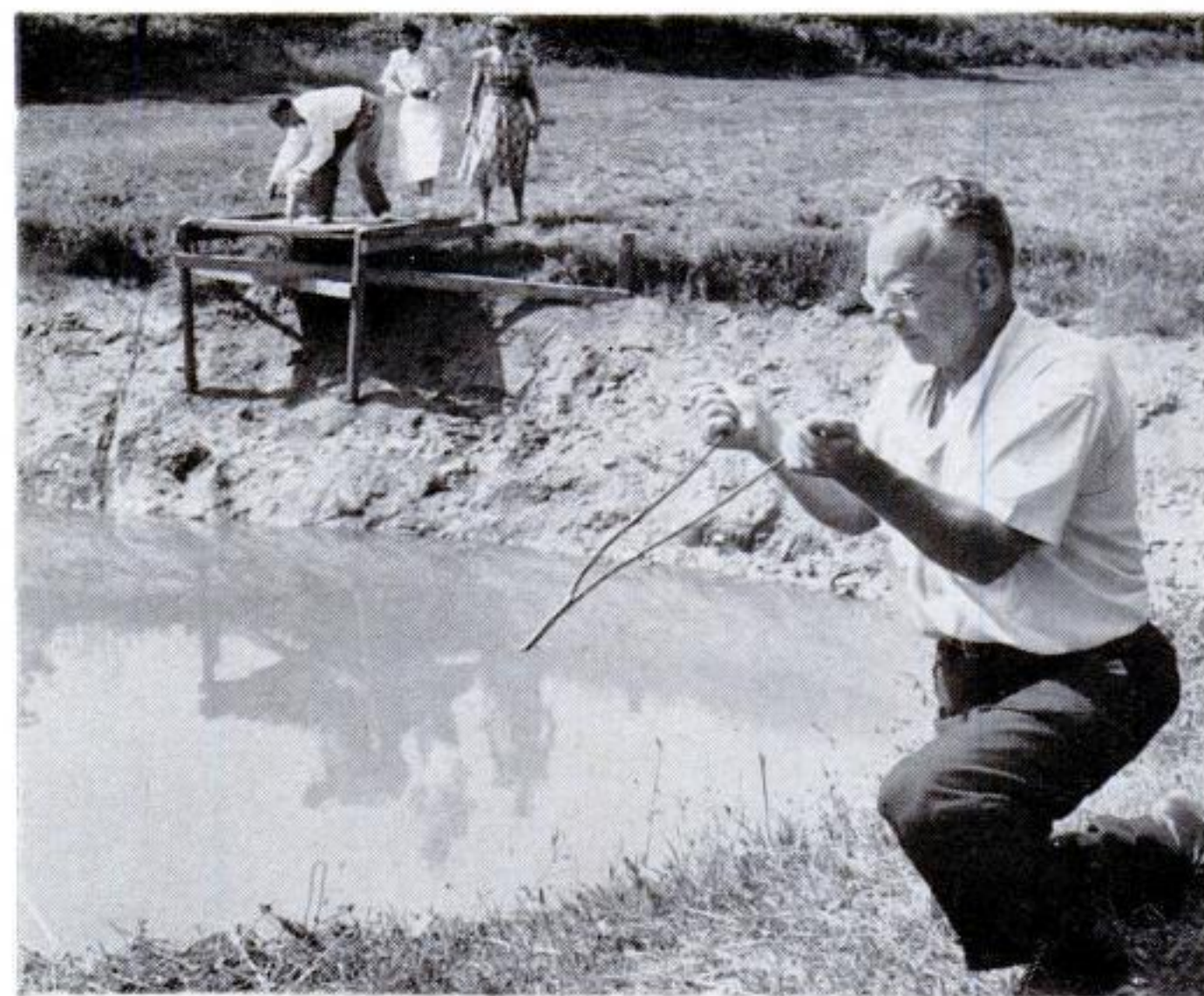


When buying your foundation or bra DON'T TAKE THE ELASTIC FOR GRANTED. There's nothing in the world like \*DARLEEN Elastic. Performs miracles for your figure. Ask, "Is the elastic DARLEEN?"

MADE WITH  
**Darleen**®

\* T.M. Reg. Darlington Fabrics Corporation • 350 Fifth Ave., New York

## Water Dowsing CONTINUED



**GROSS'S MASTERWORK** was the discovery of this pool on Kenneth Roberts' estate. Last summer, when Roberts needed a reservoir to help fight forest fires, Gross paced the meadows until his twig dipped at this exact spot.



**CARDIOGRAPH TEST** was made on Gross by James Jenks, cardiograph expert. Left half of graph shows normal heartbeats; right half shows twitching which Henry felt when he claimed he was walking over underground water.



**THREE OCCULT GENERATIONS** appear in family portrait of Henry Gross, his daughter Clara and granddaughter Judith Ann. All are proud of their talent for dowsing, which Henry says often runs in fortunate families.



GENUINE REGISTERED  
**Keepsake**  
DIAMOND RINGS  
Trade Mark Registered



## The "Proud Look"... it's a Keepsake!

For the name of your local Keepsake Jeweler, anywhere in the U.S.A., call Western Union by number and ask for Operator 25.

- A. ARCADIA Ring 250.00  
Also in platinum \$350  
Wedding Ring 125.00  
★ Man's Diamond Ring 125.00  
Available at \$75 to 250 to match all engagement rings.
- B. HEATHER Ring 350.00  
Also \$100 to 2475 and in platinum \$300 to 3450  
Wedding Ring 12.50
- C. FIDELIS Ring 125.00  
Wedding Ring 87.50

- D. LOURDES Ring 500.00  
Wedding Ring 175.00
- E. CASTLE Ring 175.00  
Also \$125  
Wedding Ring 87.50
- F. HOLLISTER Ring 750.00  
Also \$450 to 1100  
Wedding Ring 150.00

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

Love in her heart . . . stars in her eyes . . . she's engaged! No wonder she has the "proud look" . . . she's wearing a genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond Ring. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from \$100 to \$5000.

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal Tax.



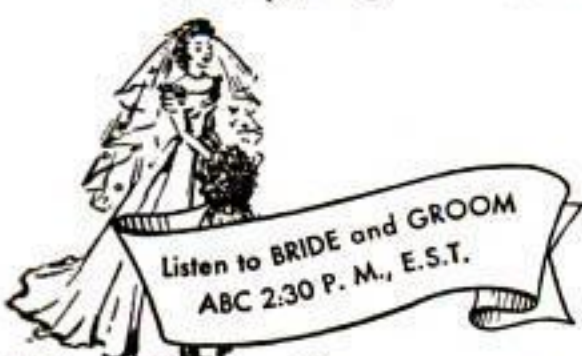
KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.  
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding," with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....

Street and No.....

City..... L 10-4-48



**Keepsake—Traditionally through Six Decades the Choice of America's Loveliest Brides**

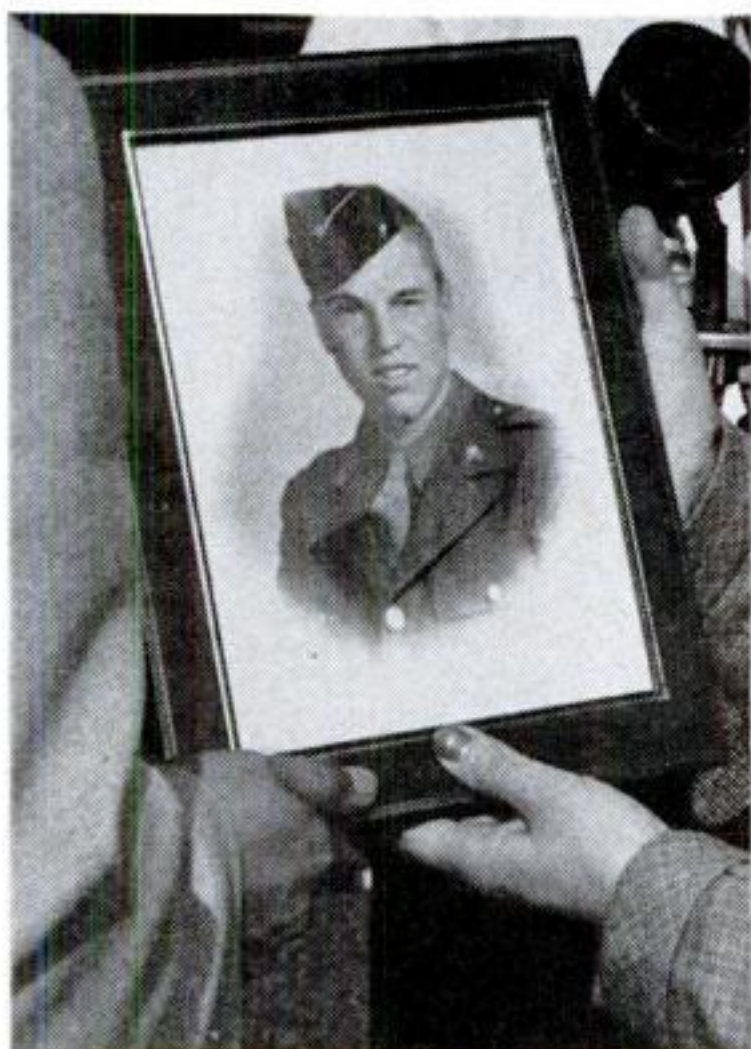




**IN FRESHMAN DRESS** Robert Nishiyama wears a maroon "dink" with his class numerals, a maroon knitted tie and a pin with his name on it. He carries matches with

which he must light the upperclassmen's cigarettes. He must also allow seniors to precede him through doors. Like all freshmen, he is supposed to do this until Christmas vacation.





**PRIVATE JOHNSTONE** served a year in Army. Here mother shows his picture.

# KAMIKAZE GOES TO COLLEGE

**A Japanese suicide pilot starts his freshman year at Lafayette on a scholarship started by a dead GI**

A little more than three years ago Ensign Robert Yukimasa Nishiyama, 19, pilot in the Kamikaze Corps of the Imperial Japanese Navy, was awaiting orders to go out and crash his explosive suicide plane into a U.S. warship. At about the same time Private Robert Stansbury Johnstone, 18, a U.S. soldier in the Philippines, had a premonition of death. He wrote home and asked his parents to use his \$10,000 government insurance to establish a scholarship which would teach his enemies the American way of life. Shortly thereafter Johnstone was killed by a Jap during the fighting on Luzon. And last week Robert Nishiyama, whose country had surrendered before he was sent on a mission, showed up at Lafayette College in Easton, Pa. as a student on the scholarship which Johnstone's money made possible.

Nishiyama had been one of 20 Japanese applicants for the Johnstone scholarship. A foreign-language student in Tokyo, he speaks English very well and impressed the scholarship board by his perfectly written letters. When he got to the Lafayette campus he went to the president's office to meet Private Johnstone's family. He stood around nervously until the Johnstone family came in. Mrs. Johnstone quickly ran up and welcomed him (right), followed by Mr. Johnstone and their younger son Bruce, a Lafayette freshman who towered over Nishiyama. "Bob," Mrs. Johnstone said quickly, "was almost as tall as Bruce is." Moved by the meeting, Nishiyama could only say to each of them, "I don't know how to thank you." Then, with new roommate, Lewis Bender, an ex-Marine who is studying to be a minister, Nishiyama went off to sign the papers, take the tests and buy the "dinks" that go with every freshman's first college days.



**ENSIGN NISHIYAMA**, as naval cadet in 1944, weighed 170 pounds, has lost 35.



**JOHNSTONE'S MOTHER**, when she met Nishiyama for the first time (above), grasped his hand and said warmly, "Welcome, welcome, we're so glad you're here at last."



**MR. JOHNSTONE** smiled and said simply, "I'm glad to welcome you." He is a machine manufacturer from Downingtown, Pa. and hopes to make scholarship permanent.



**JOHNSTONE'S BROTHER** Bruce was then introduced. Mr. Johnstone: "This is our son Bruce." Mrs. Johnstone: "He will take care of you." Bruce mumbled something polite.





**TAKING A TEST**, Nishiyama reads questions on one page and checks answers on another. He once attended an

American school in Tokyo but had never seen this type of test. He was embarrassed when it had to be explained.



**SAYING GRACE** before freshman luncheon, Nishiyama bows his head. He and his family are all Christians.

## HE FINDS COLLEGE LIFE IS FAST AND FRIENDLY

Nishiyama was prepared for almost anything but the casual reception he got from his Lafayette classmates. He had learned something of the U.S. from his wife, who had lived here most of her life and had graduated from Stanford University, and from U.S. soldiers for whom he had worked as interpreter. In spite of this he expected to find some bitterness and some people who would blame him for the war. But his classmates were friendly and paid little attention to him. He walked hesitantly into Easton to buy a pair of sneakers and found that the storekeepers, who had heard of him, were very pleased to see him. He walked back, and a sophomore took him to dinner. Then, suddenly, he found he was just one of 500 confused freshmen going through an indoctrination program. He bought books. He met his adviser. He selected his courses, signing up for American history, English and French. When he graduates he wants to go back to Japan and, in the spirit of Johnstone's scholarship, teach international relations.



**REGISTERING**, Nishiyama was confronted with endless forms and questions about his health and education. One question asked, "Are you a veteran?" He wrote, "Yes."



**IN HIS ROOM** Nishiyama gets some advice from roommate, Lew Bender, 26. Bender asked to be his roommate, and college agreed because they are both older than average.





**IN PAJAMA PARADE,** Nishiyama grins as he walks down Easton's main street. In this parade each freshman traditionally carries a candle, and upperclassmen try to beat the

flame out with rolled papers. Bob had a good time. Upperclassmen put out his candle three times, made him hop and duckwalk and propose to a strange girl on the sidewalk.



DANA ANDREWS says:

**"JERIS GETS  
STAR BILLING FOR  
KEEPING MY HAIR  
IN SWELL SHAPE"**



**DANA ANDREWS**

co-starring with Lilli Palmer  
and Louis Jourdan in the  
Enterprise Production  
**"No Minor Vices"**

**ANTISEPTIC "DOUBLE-ACTION" JERIS  
Keeps Hair Well-Groomed and Free of Dandruff Too!**

Guard *your* hair and scalp the amazing way so many movie stars now do. Use famous Jeris Antiseptic Hair Tonic daily, with massage. Jeris' remarkable "double-action" not only keeps your hair neat and smooth... but helps keep your scalp healthy.

**(1) JERIS KILLS DANDRUFF GERMS\* ON CONTACT!** Antiseptic action *instantly* removes unsightly dandruff flakes from hair and scalp.

**(2) JERIS STIMULATES THE SCALP!** Daily massage with Jeris awakens blood flow. Nourishes hair roots. Helps promote healthy hair growth, relieve dry scalp and excessive falling hair.

For well-groomed hair that's free from dandruff too, take Dana Andrews' advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

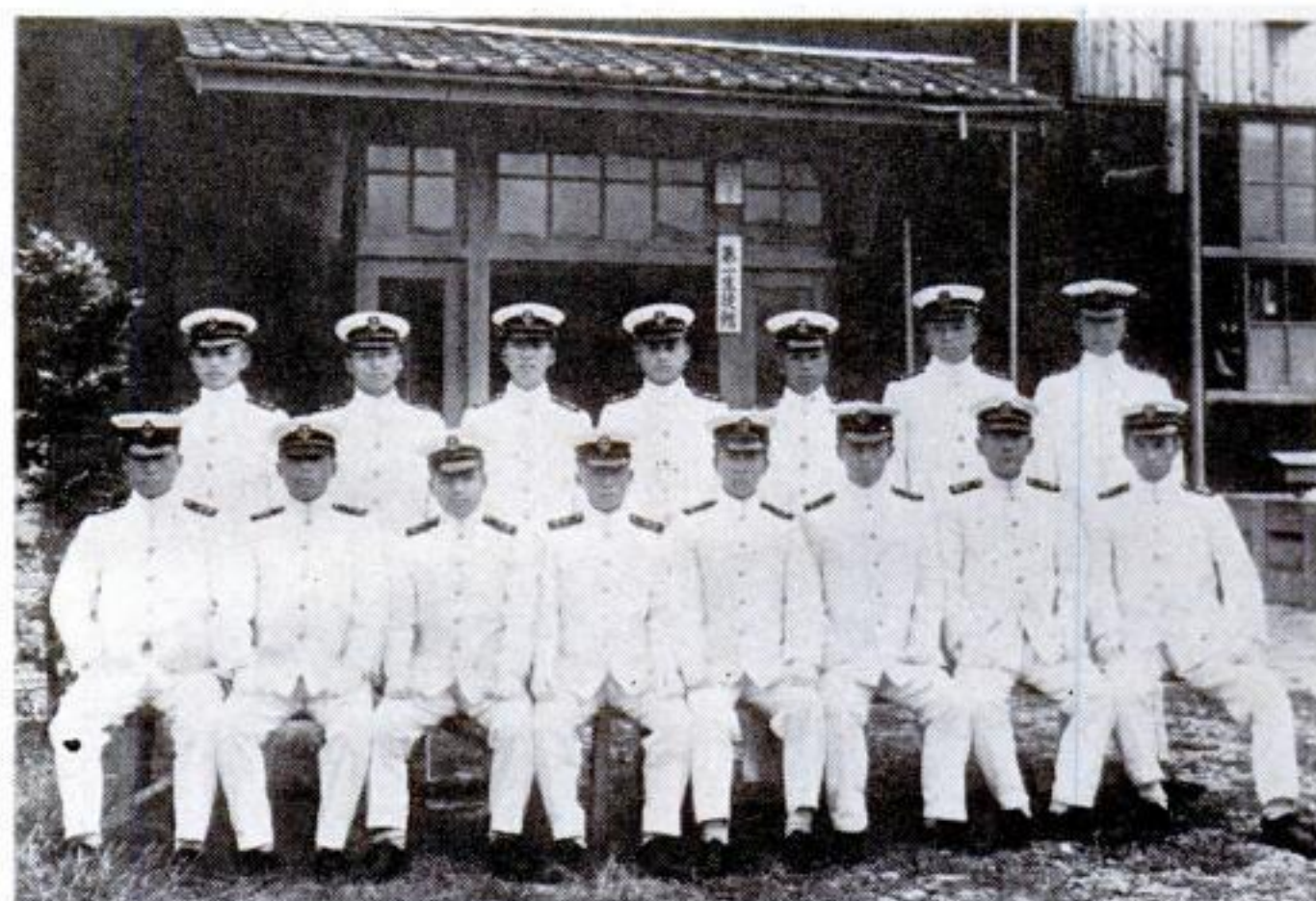
\* (Pityrosporum ovale), which many authorities recognize as the cause of infectious dandruff.

**JERIS**  
*Antiseptic* **HAIR  
TONIC**

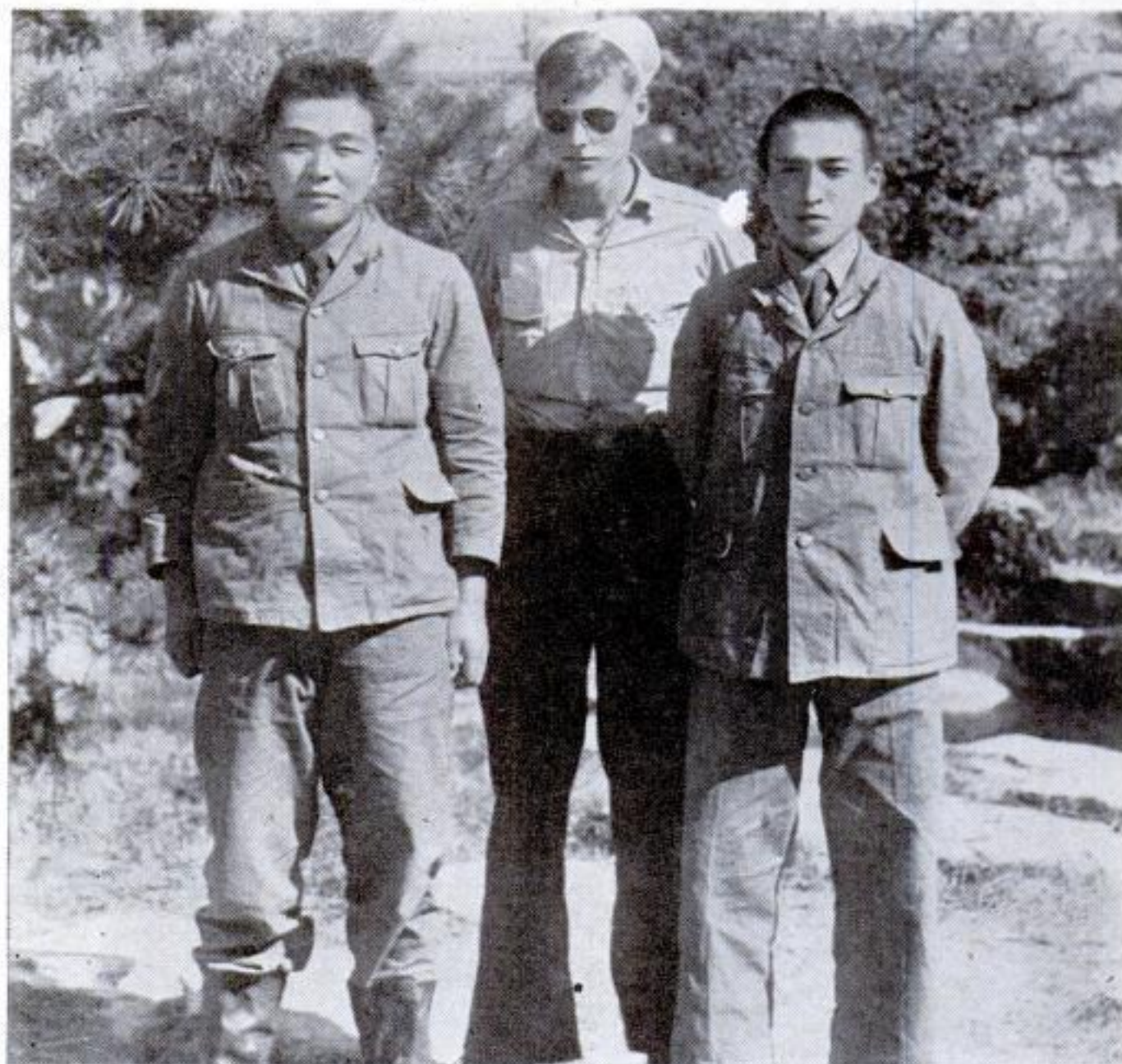


Kamikaze CONTINUED

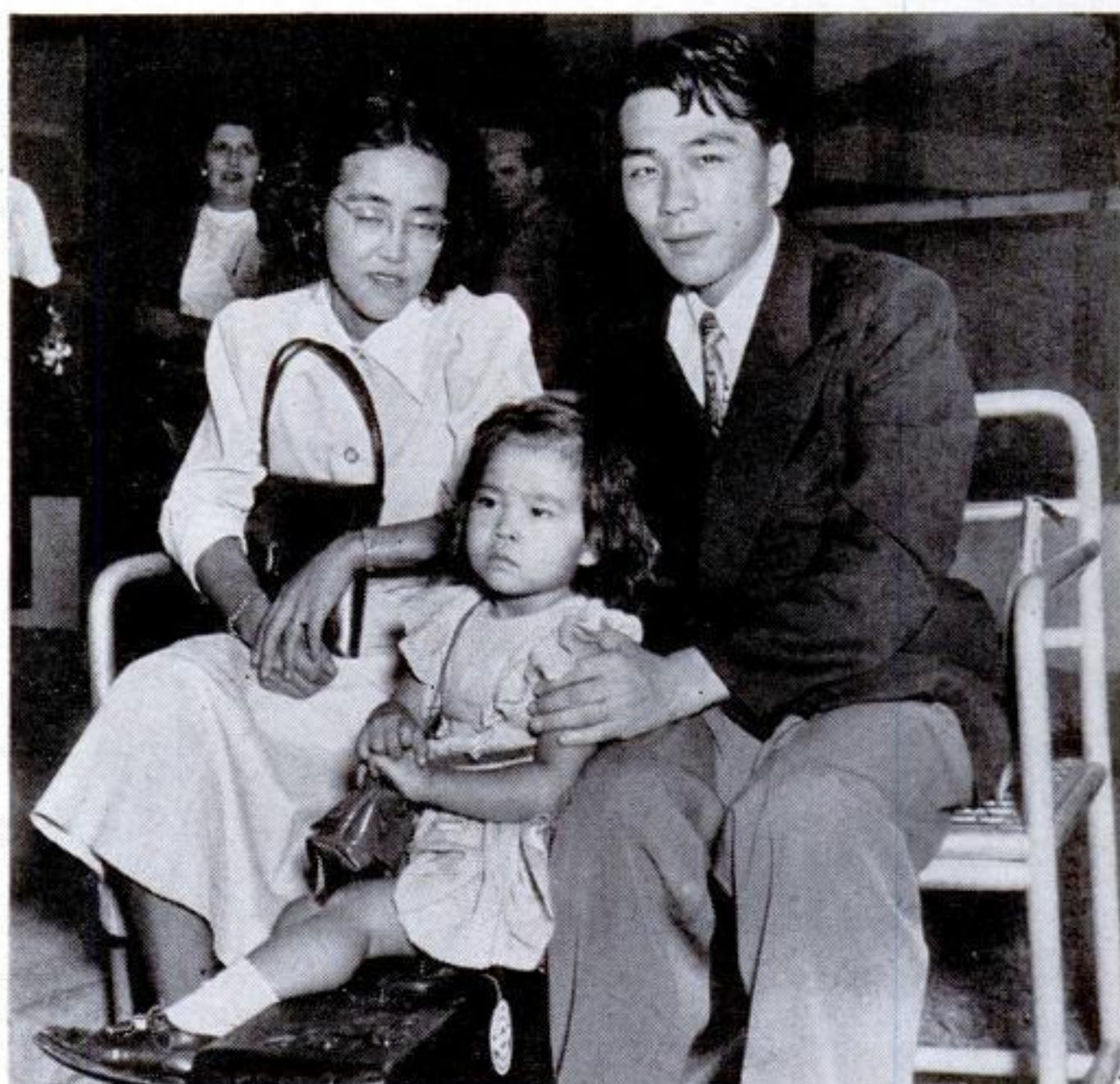
**THESE ARE HIS ALBUM PICTURES**



**HIS CADET CLASS** in the summer of 1944 posed in front of cadet quarters. Nishiyama is second from right, standing. He thinks most of class is still alive.



**AFTER THE WAR** Nishiyama (left) worked as translator for the Americans in Korea. With him above are American sailor friend and another translator.



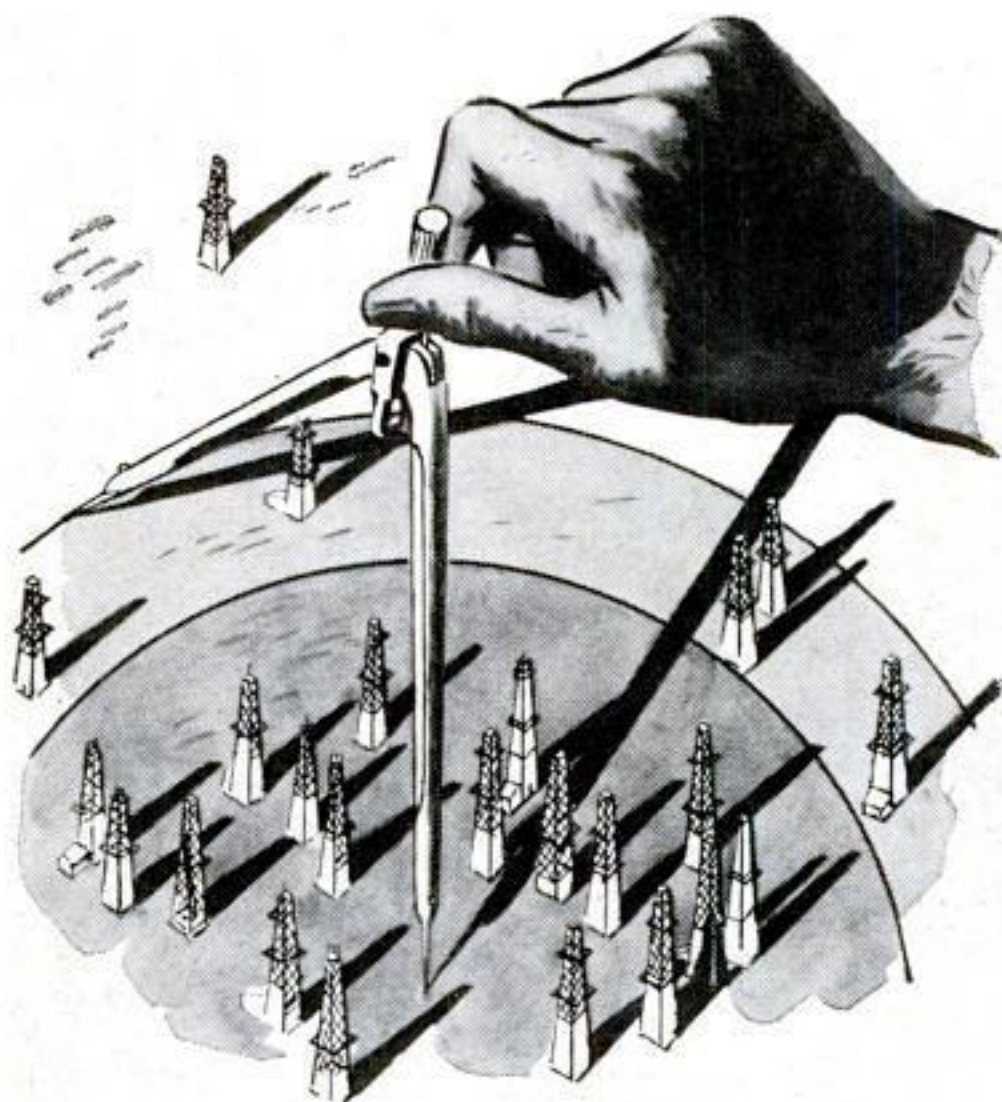
**HIS FAMILY**, his wife Helen and his daughter Rhoda, 2, came down to see him off at the airport at Tokyo three weeks ago. They are both still in Japan.



# You can't dance without paying the piper



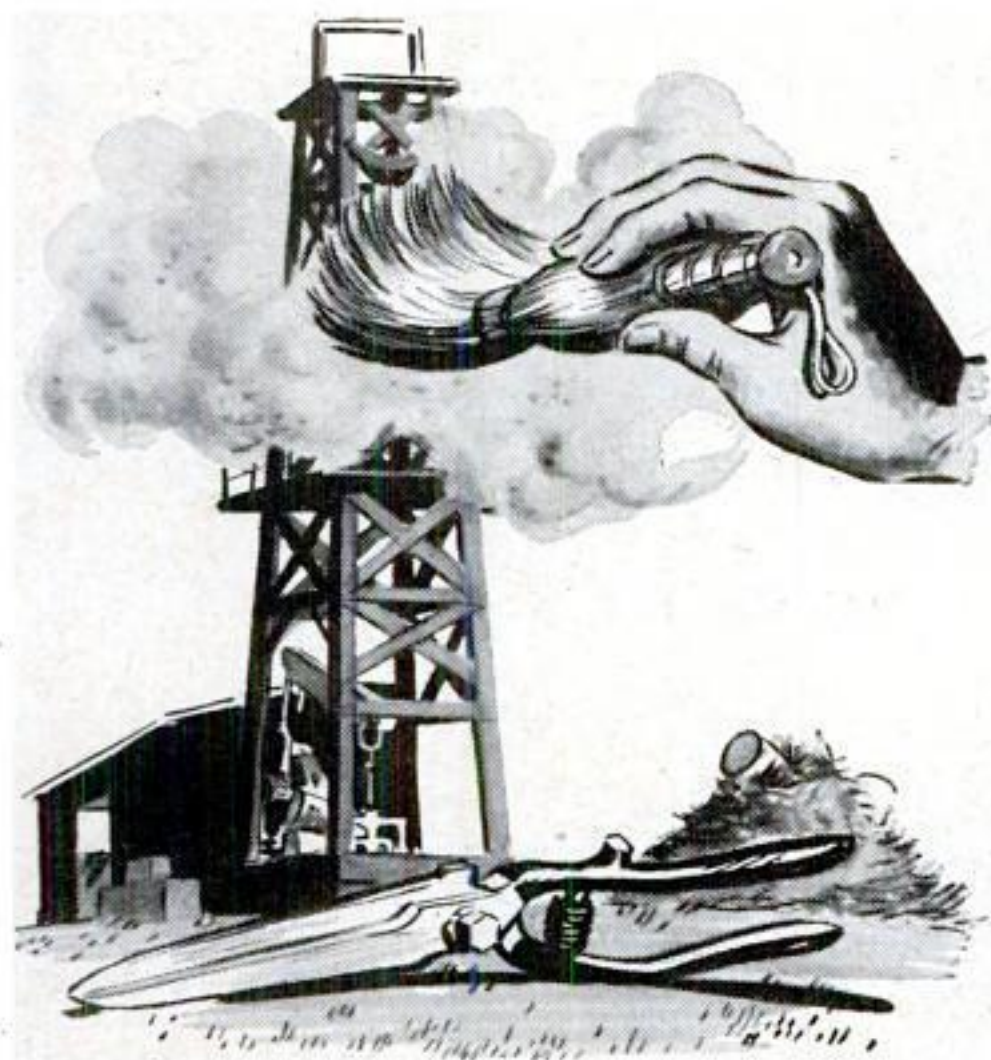
**1. Everyone today** is beefing about prices. But one aspect that's frequently overlooked is the relationship of prices to *production*. The pent-up demand for civilian goods that couldn't be produced during the war, plus the European Recovery Program, plus our many Government projects, has built up the greatest demand for production this country has ever known.



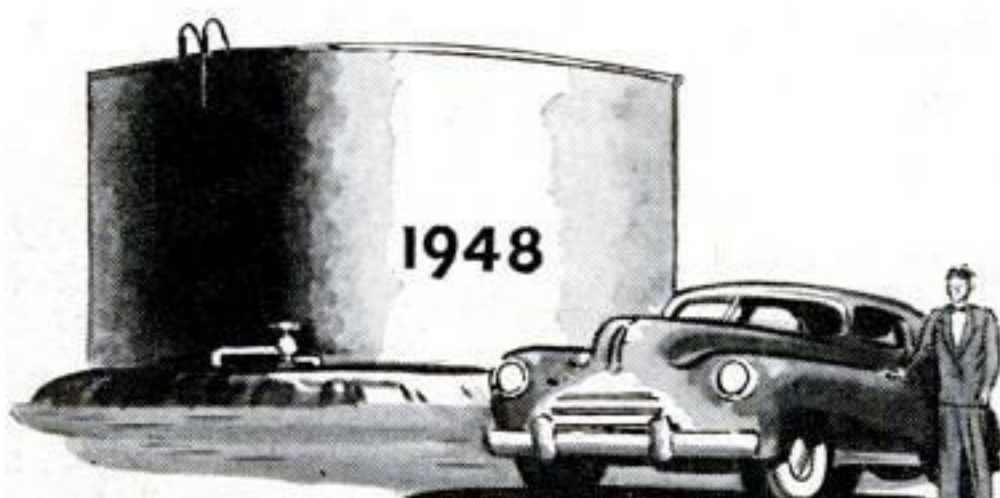
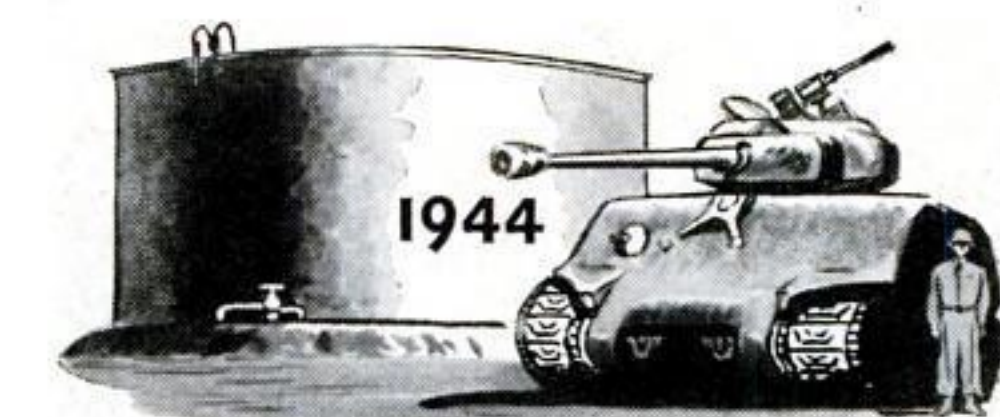
**2. In many of our basic industries**—such as mining, lumbering, agriculture and oil—the quickest way this demand can be met is by bringing our “marginal” producing facilities into production. And whether these “marginal” producing facilities are low-grade mines, back-country timber stands, poor farm acreage or low-producing oil wells, the only way you can get them into production is with higher prices.



**3. For example,** we made a survey recently of several California oil fields where Union has substantial production. The findings at *Santa Fe Springs* field are typical. The January '46 price of *Santa Fe Springs* crude was \$1.15 per barrel. At that price you could keep a well in production until it dropped to a point where it was producing less than 6 3/10 barrels per day. Below that point it cost you more in power, machinery and labor (at 1946 prices and wage rates) than the oil you recovered was worth. So you abandoned the well.



**4. Today,** *Santa Fe Springs* crude sells for \$2.50 per barrel. So now we can keep a well in production until its output drops below 3 1/5 barrels per day. As a result of keeping these “marginal” wells in operation the over-all rate of production for the field has increased 29%. And the ultimate gain of economically recoverable oil from *this one field* has increased by 8,500,000 barrels. What's true of *Santa Fe Springs* is true of oil fields all over the country.



**5. Thanks** largely to these “marginal” wells of different kinds, America is producing more oil than she did during the peak years of the war! But the only way we could get these wells into production was to have a high enough price structure to make such operations possible. Contrary to popular belief, this price structure *was not* and *is not set* by the oil companies. *It is set by the American people.* Each day they indicate what petroleum is worth to them by their *demand* for it.



**6. Since the demand** for petroleum has been unprecedented, the price has had to go up to the point where enough “marginal” production could be brought in to meet the demand.\* In other words, if we're going to fight wars and help Europe and have vast programs of Government expenditures we have to pay the piper. There's no use blaming the piper's fee on “business” or labor or the farmer or the politicians or anyone else. This is a democratic country and we're all in on the nation's projects together.

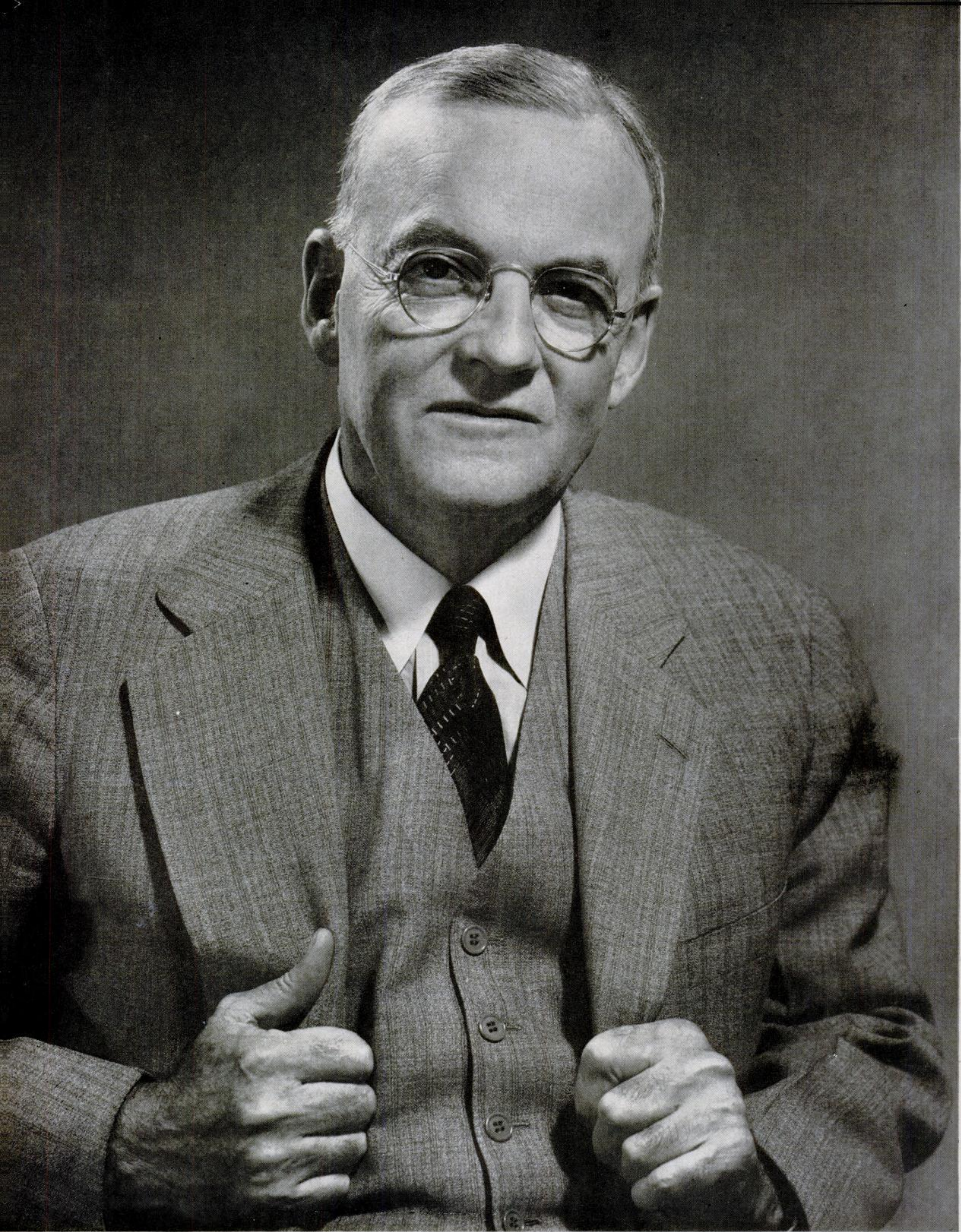
\*Incidentally, petroleum prices are still 25% below the Department of Labor's Commodity Index for all prices, so this is not an apology for oil prices.

## UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

*This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.*





THE MAN WHO MAY SUCCEED SECRETARY MARSHALL HAS A LAWYER'S MIND, A PHILOSOPHER'S OUTLOOK AND A DIPLOMAT'S TRAINING



# John Foster Dulles

## AND HIS

# Foreign Policy

Dewey's probable Secretary of State has been training for the job since boyhood and has had a big part in making our present policies

by JAMES B. RESTON

**J**OHN FOSTER DULLES, who came within 333 Electoral College votes of being Secretary of State in 1944 and hopes to do better this time, is a tall, thoughtful, industrious, ambitious international lawyer who was trained for diplomacy as carefully as Citation was trained for the Kentucky Derby.

Mr. Dulles has shown a considerable capacity for diplomacy ever since he persuaded his bride to take along a nurse on their honeymoon (he was recovering from malaria at the time). A Republican, he gained his experience and his national reputation on appointments given him by the Democrats.

A "Dewey man" since 1940, he somehow managed to come to this year's Republican convention with a good chance of being Secretary of State under any victorious Republican candidate with the possible exception of Harold Stassen. At present, he is in Paris as an adviser to Secretary of State George C. Marshall, but at the same time he is giving Candidate Dewey a running account of what's happening and picking up a little more experience himself. Next January, if the American people are good to Mr. Dewey, he is expected to be General Marshall's successor.

The prospect of a new chief at the State Department—our fifth in little more than four years—is a great event in the world. When the American Secretary of State

itches, it is said that eminent diplomatic gentlemen all over the world scratch themselves automatically. There is, therefore, a growing interest in the record, personality and ideas of John Foster Dulles.

In Washington it is sometimes said that, in the selection of a Secretary of State, it is not what you know but who you know that counts. Some of the last four appointments to this post would seem to support such a conclusion, but in Dulles' case the order probably ought to be reversed.

For while it is true at the moment that he owes his present prominence to his intimate association with Governor Dewey and Senator Vandenberg, this association was sought by them because of Mr. Dulles' knowledge of foreign affairs. You can get an argument on almost every question about Mr. Dulles except one: that no American alive today, in or out of office, has had longer or more intimate first-hand association with past and present peace problems than John Foster Dulles.

Families train their sons in this country to be businessmen, carpenters, fishermen, football coaches and all sorts of other things, but the training of diplomats and secretaries of state is usually left to the whim of each generation.

Dulles, however, was an exception. His grandfather was John Watson Foster, Secretary of State in President Benjamin Harrison's Cabinet, and his uncle was Robert Lansing, Secretary of State under Woodrow Wilson.

Mr. Foster especially played an important part in Dulles' life. He was not only the most eminent member of the family but the most popular as well. He had a big Victorian house at 1323 18th Street in Washington to which Dulles and his brother and sister were often taken as children. He had a fishing lodge at Henderson Harbor on Lake Ontario where Dulles spent his summers as a boy and young man, and where he still visits occasionally. There Mr. Foster did his writing (he wrote among others a book called *War Stories for my Grandchildren*) and regaled the children with stories of his life as head of the American legations in Russia, Mexico and Spain.

In Washington, similarly, he introduced Dulles into the life of the capital, encouraged him in his studies on international affairs, took him to the Hague Peace Conference of 1907 as his secretary and finally interceded to get him into the illustrious international law firm of Sullivan & Cromwell in 1911. It was Foster, therefore, and Dulles' mother—who had lived in the diplomatic corps at St. Petersburg, Mexico City and Madrid—who furnished the impetus for Dulles' entry into his lifelong study of international affairs.

Secretary of State Lansing later contributed greatly to his experience. After Dulles was graduated from Princeton (valedictorian, 1908) and finished a year's study at the Sorbonne in Paris he

returned to Washington to study law, and subsequently there saw a lot of Mr. Lansing during the war. His relationship was never so close with Lansing as with Foster, but Lansing did help him get a job as a special agent for the Department of State in Central America (1917), and as counsel to the American delegation to the Paris Peace Conference of 1919-20 Dulles continued to be in close touch with him.

These contacts with Foster and Lansing not only started Dulles on a career in the field of international law but encouraged an ambition in him to equal their success. He concentrated almost entirely at Sullivan & Cromwell through the '20s and '30s on cases involving international relations. He became the active head of his firm before he was 40 and made a fortune in the process. It was through the reputation gained in more than 25 years' experience in this field that he came into contact with Dewey in 1938.

After the German invasion of Austria, Mr. Dulles met often for luncheon and dinner with a small group of men to discuss the affairs of the day. Constant companions at these informal gatherings were Roger W. Straus Sr. and the late George Medalie, former U.S. Attorney for the Southern District of New York, who brought young Tom Dewey into the district attorney's office in the first place and eventually introduced him into this luncheon and dinner group.

There was nothing formal about these meetings. They were held from

---

**If Thomas E. Dewey wins the presidential election next November, the odds-on chances are that he will appoint John Foster Dulles his Secretary of State. In this article James Reston, an authoritative writer on foreign affairs, describes Mr. Dulles' qualifications and ideas on:**

---

- ▶ A strong new center of power for Europe
  - ▶ A new U.S. chief for Germany
  - ▶ Changed requirements for giving ERP aid
  - ▶ Political warfare to counter Soviet tactics
-



HEY, BUB—WITH NEW BENEX  
YOU CAN ALMOST SHAVE LIKE THIS!



## Yes New Benex makes beards 1/5 water!

Now you can soak the spine out of the toughest bristles that ever battled a blade! Benex Brushless leaves whiskers limper than spaghetti. Bristles actually soak up 1/5 their weight in water. Your razor just waltzes through 'em! Benex goes easy on, easy off. Won't clog razor or drain. Want super shaves? Buy Benex at any drug counter—or send coupon below for free trial-size tube.

Bristol-Myers' Brushless Wonder



**FREE!** Get your free, trial-size tube of Benex, the Brushless Wonder. Fill in and mail this coupon. Paste on penny postcard if you wish.

Bristol-Myers Co., Dept. L-1081  
630 Fifth Avenue  
New York 20, N. Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## THE AUTHOR: JAMES B. RESTON

"Scotty" Reston is a top-flight diplomatic correspondent of the New York Times. He is a Scotsman by birth, was educated in the U.S. and has been covering international events for 11 years. He started his career abroad with the Associated Press, then switched to the Times, working not only in many foreign capitals but in Washington as well. In 1945 he was awarded a Pulitzer prize for his reporting of the Dumbarton Oaks Conference. His book *Prelude to Victory* was a brilliant analysis of U.S. policy in the early war years and a warning of the problems awaiting the postwar world.



## DULLES CONTINUED

time to time at private homes, the Bankers, the Harmonie, the Lotos and Columbia clubs, and as Mr. Dewey rose from one post to another, they were convened more formally during every crisis or political campaign.

Mr. Dulles is something of a whiz in such small gatherings. He is a thoughtful man. He is idealistic. He is well read. He has a sense of history, and he is good at the vanishing art of simple speech and definition. He has another quality that goes well in these coffee-and-brandy conferences: he can dead-pan a dumb question better than almost anybody in the league.

When an obvious idiocy suddenly pops out of some prominent empty head, he looks as if he had just been asked the most brilliant question of the evening. He thereupon nods meditatively, blinks his blue eyes at a terrific rate, works the corners of his mouth, and finally explains all.

There is never much danger that his reply will give you hysterics, but what he says is almost always to the point: clear, intelligent and usually interesting. His speech, in short, is something like his looks: it is tidy; it is unadorned; and because he stubbornly persists in the old-fashioned habit of thinking before he opens his mouth, it seems sensible and dependable. During office hours such pronouncements from a senior partner of Sullivan & Cromwell would probably cost about three times what you figured, but Mr. Dewey got them free and he evidently was impressed. It was out of these informal discussions that the Dewey-Dulles team was formed and came into national prominence in the presidential campaign of 1944.

## The broken code

ON two occasions during that period, Mr. Dulles' advice undoubtedly influenced the course of events. When Secretary of State Hull invited Mr. Dewey to send somebody to Washington to arrange a campaign truce on the formation of the U.N., Mr. Dulles hobbled down on a bad foot and made the deal. The Republicans were then less unanimous than might now be supposed about entering into this arrangement. There were influential counselors in the party with memories of 1919-20, who felt that there still were votes in standing apart from any postwar international association. They wanted no deals with Roosevelt under any circumstances and some of them were even slightly wistful about the return of a peace in which they would have few deals with any foreign countries either.

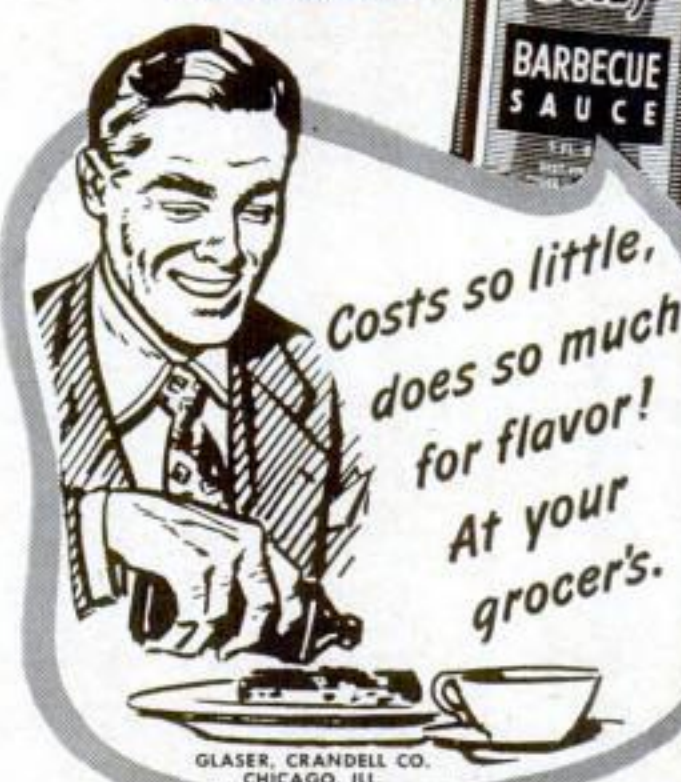
Dulles stood out against this. Between the wars, he had been a disillusioned supporter of the League of Nations; it had not worked and he felt vaguely like an unrequited lover about it. Nevertheless he insisted that something of the sort should be tried again and he argued that there was no future for anybody in twisting the organization of world security once more into a partisan issue. Dewey agreed and the truce was arranged. It was that deal that threw Dulles into close association with Senator Vandenberg at San Francisco.

The second occasion during the 1944 campaign on which his advice avoided serious consequences was when he personally came into possession of the fact that the U.S. had broken the Japanese code before Pearl Harbor. This information was passed on to Mr. Dewey and to others organizing the Dewey campaign, and to some of the Dewey advisers it seemed the break of the campaign. Here was clear proof of ineptitude, if not something worse:

CONTINUED ON PAGE 134



..that's  
**DERBY**  
Barbecue  
sauce!



GLASER, CRANDELL CO.  
CHICAGO, ILL.



Watch for  
"Lakeland  
Week"

**Lakeland**  
SPORTSWEAR  
protects you handsomely

## The "Zero Bay"

A big, burly ulster, built for warm protection and masculine distinction. It's all-wool worsted covert with a big, soft mouton collar and a lining of 100% Alpaca pile. About \$75. Also in "Badger" of Cravenetted worsted gabardine. See your Lakeland dealer — or write us today for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.



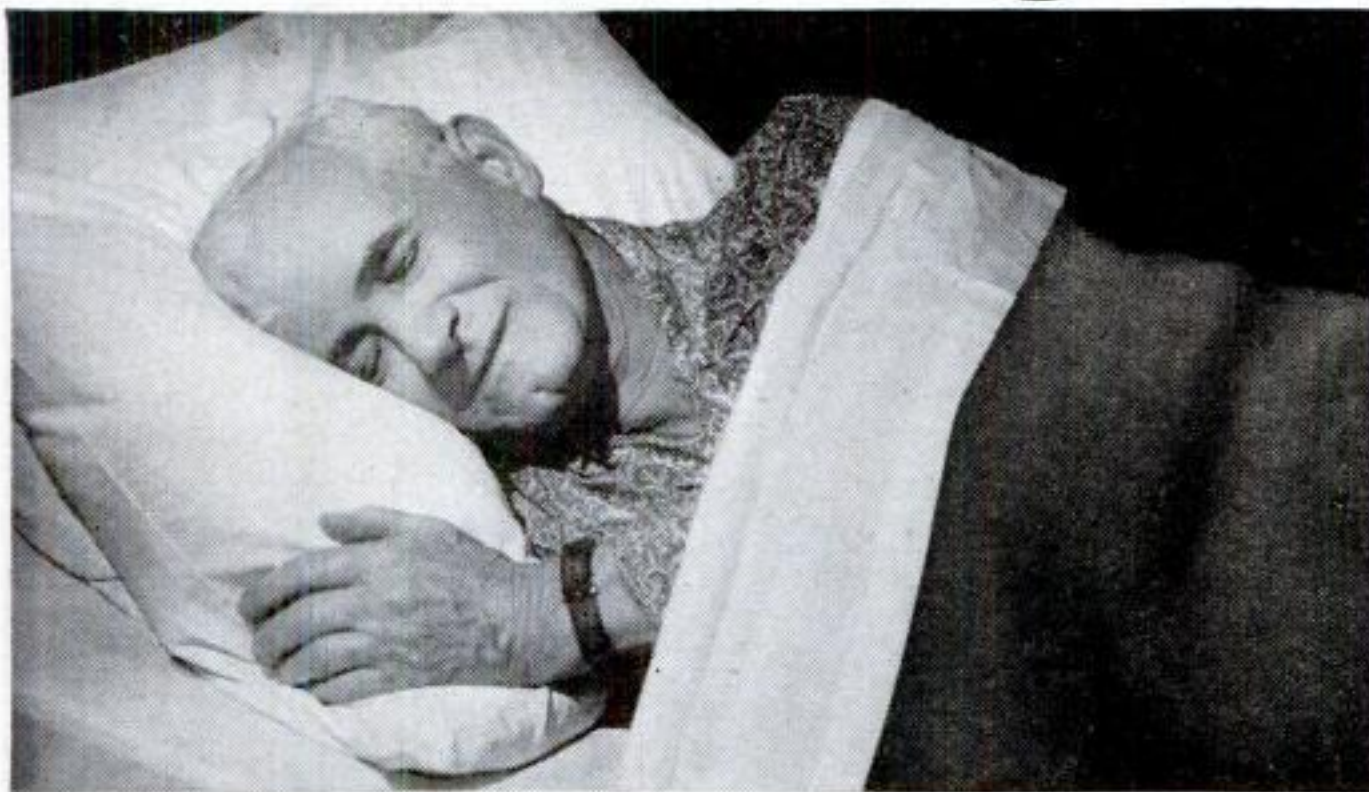
# Why is going Pullman like...

...a visit with friends?



1. Because you're *always* a welcome guest when you go Pullman. No matter what your accommodations, the friendly Pullman conductor and porter are at your service.

...a night at home?



3. Because you have almost all of the comforts of home when you go Pullman. A big, soft, comfortable bed. Clean, modern toilet facilities. And—on longer trips—delicious meals are available.

...a happy ending?



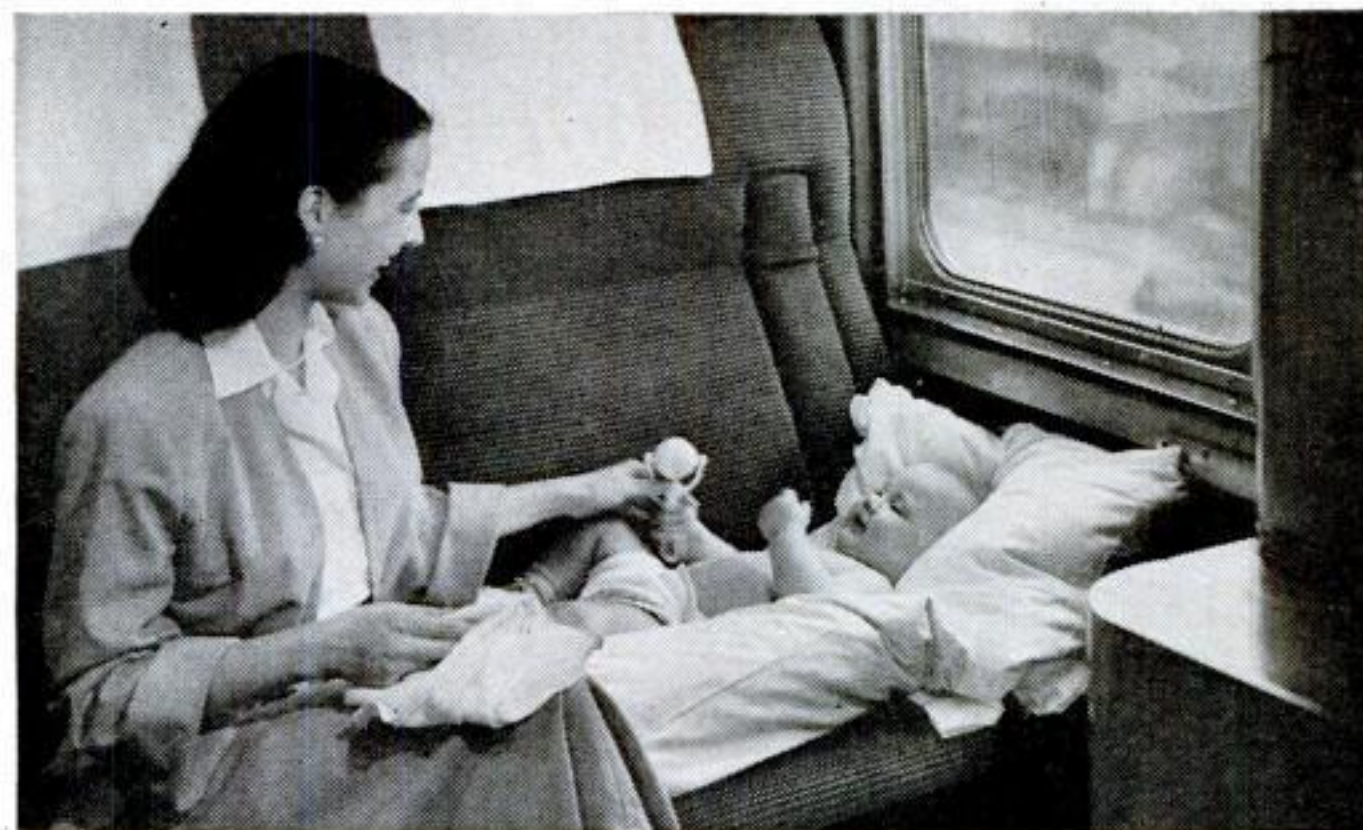
5. Because your Pullman trip ends happily. You arrive as fresh as you left...on dependable railroad schedules...right in the heart of town...convenient to everything.

...a night out?



2. Because you can meet new people, make new friends, see new places—as you relax and enjoy yourself in the luxurious lounge car reserved for Pullman passengers.

...a lock on your door?



4. Because going Pullman—like the lock on your door—gives you that *safe* feeling. Fact is, you're safer crossing the country by Pullman than you are crossing the street in your home town.

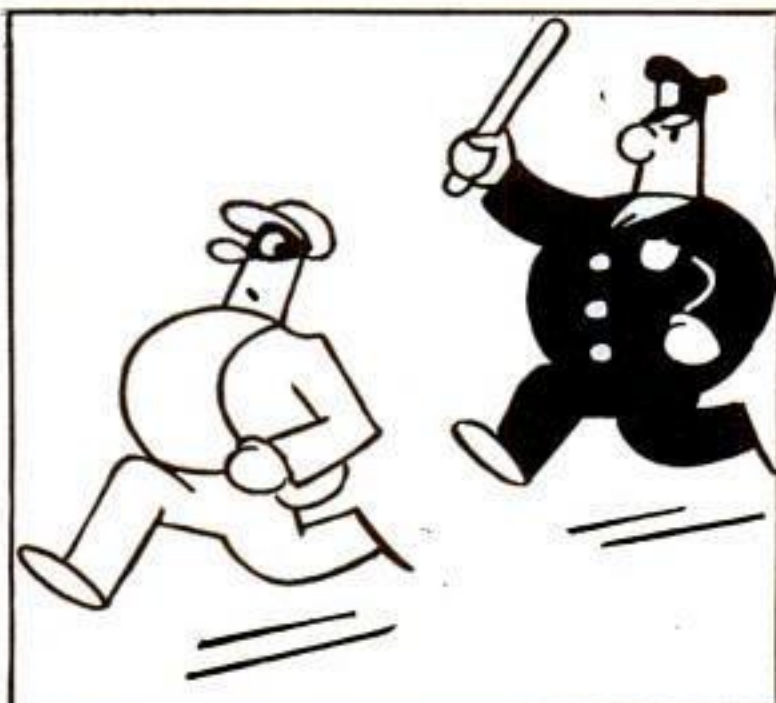
## Go Pullman

THE SAFEST, MOST COMFORTABLE WAY  
TO GET THERE!

*The National Guard Defends America—Join Now!*

© 1948, THE PULLMAN COMPANY





To find a shop that sells it...



**TWO TOP DIPLOMATS** gave Dulles his early training. Grandfather John Watson Foster (left) was Civil War general, Secretary of State under Benjamin Harrison. His uncle, Robert Lansing, held same post under Woodrow Wilson.

## DULLES CONTINUED

the Commander-in-Chief and his staff, knowing when and where the attack was coming, had not been able to prevent the disaster of Dec. 7, 1941. A good prosecutor, it was suggested, could ask a lot of interesting questions in a presidential campaign about that.

George Marshall, then Chief of Staff, and Dulles, however, soon put an end to this thesis. Marshall personally advised Dewey that the Japanese were still using the code that had been broken, and that disclosure of the fact would cut off invaluable information. He requested silence in the national interest; Dulles supported him, and Dewey kept quiet.

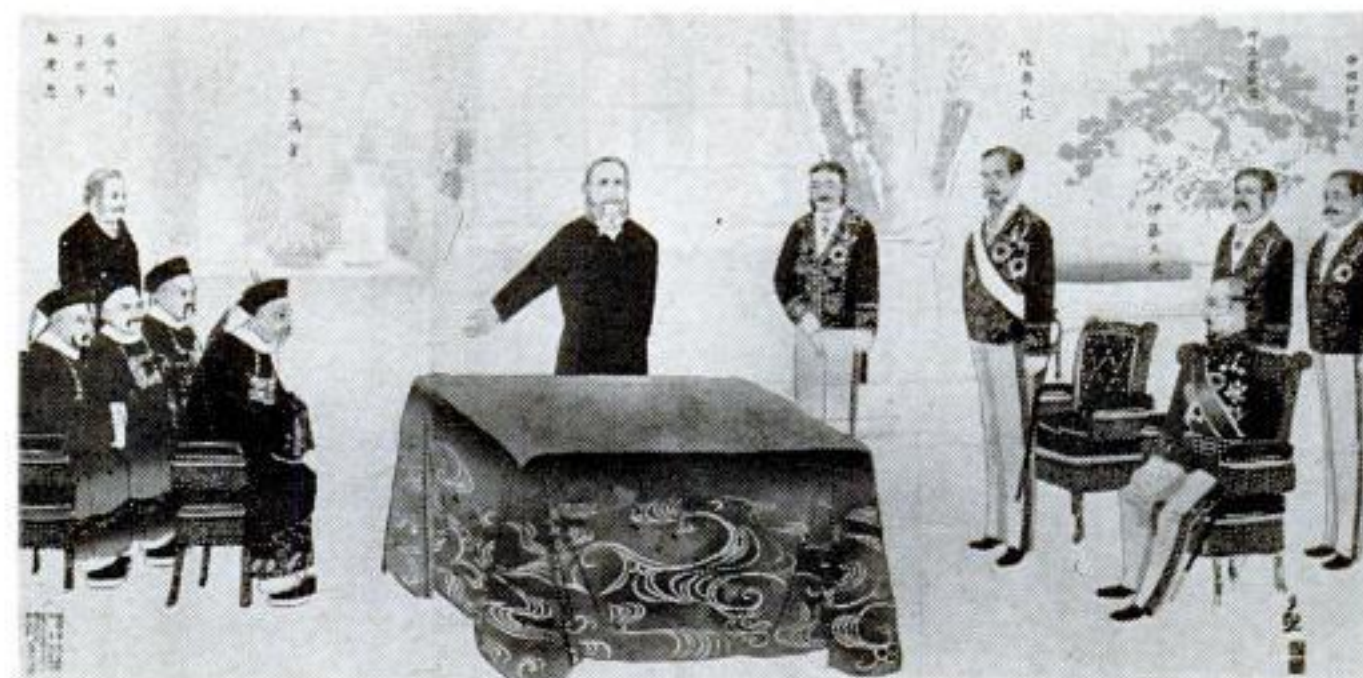
It is not to be assumed from this that Mr. Dulles was the lone shining knight singlehandedly saving the Republican knaves from wickedness and folly, nor that he spent his time stopping bad things instead of doing good things. He contributed greatly at the San Francisco Conference on the U.N. to the development in the Charter of the liberal chapter on dependent peoples; he fought tirelessly against every Soviet effort to limit freedom of expression in the U.N.; and with Senator Vandenberg he waged a successful fight to have the Charter provide for regional security associations and—one of his pet projects since Versailles—for provisions which would encourage peaceful change and the peaceful settlement of international disputes.

## A man of reason

IT was at San Francisco that Dulles' acquaintance with Vandenberg developed into friendship. They lived together at the Fairmont Hotel. They worked together on every major problem that came before the conference. They set themselves the goal of producing a charter that they could support without reservation on Capitol Hill, and the overwhelming vote in the Senate for that document was certainly due in part to their contributions.

The personalities of Vandenberg and Dulles are entirely different. Mr. Dulles is essentially a man of reason. He is a lawyer by profession and an idealist by nature. His approach to every problem is intellectual in the best sense of the word. He is a logician

CONTINUED ON PAGE 137



**THE RIGHTEOUS PEACEMAKER** is Dulles' concept for U.S. Secretary of State. In this old Japanese print, his Grandfather Foster (center) is depicted in the role as he mediates between Chinese and Japanese after their war in 1894.

For Fast,  
Smooth Shaves That  
Really Rate



get  
**GILLETTE**  
Blue Blades  
in the amazing new  
Gillette  
Dispenser



● You get quick, easy shaves every time... enjoy extra convenience... when you use super-keen Gillette Blue Blades in the handy new Gillette Dispenser. Zip!... and there's a new blade unwrapped and ready for your razor.

look **SHARP!** feel **SHARP!** be **SHARP!**  
use **Gillette Blue Blades**  
with the **SHARPEST** edges ever honed

Copyright 1948, by Gillette Safety Razor Co.

you're  
just  
the type  
for a  
beautiful

**Nan Dorsey**

blouse

"Peekaboo Petal" blouse,  
rich with embroidery.  
Of fine rayon crepe  
in all these wonderful colors  
... ice pink, aqua, maize,  
grey, black, luggage,  
brown and white.  
Sizes 32-38.  
\$5.  
at smart stores  
everywhere.



MAIL THIS  
ORDER FORM TODAY

KAUFMAN KNITTING COMPANY  
27 North Fourth St., Minneapolis 1, Minn.  
Please have my nearest store send me this  
washable Nan Dorsey blouse advertised in LIFE  
Color \_\_\_\_\_ Size \_\_\_\_\_  
I am enclosing Check \_\_\_\_\_ Money Order \_\_\_\_\_ C. O. D. \_\_\_\_\_  
Please add 15c to cover postage.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_





*"I was curious..."*

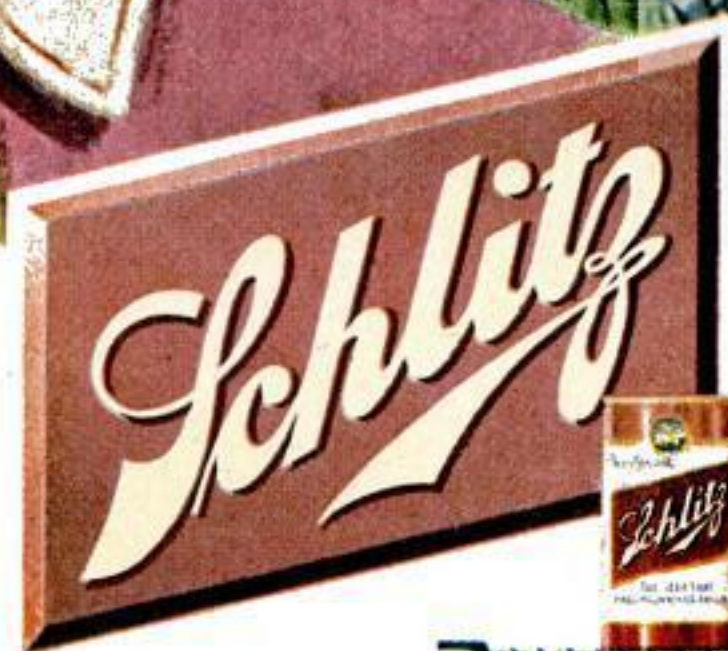


*I tasted it...*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*







## WHAT DOES BEAUTYREST HAVE THAT EVERYBODY WANTS?

**1. When you haul your tired body** into bed on a Beautyrest, something wonderful happens.

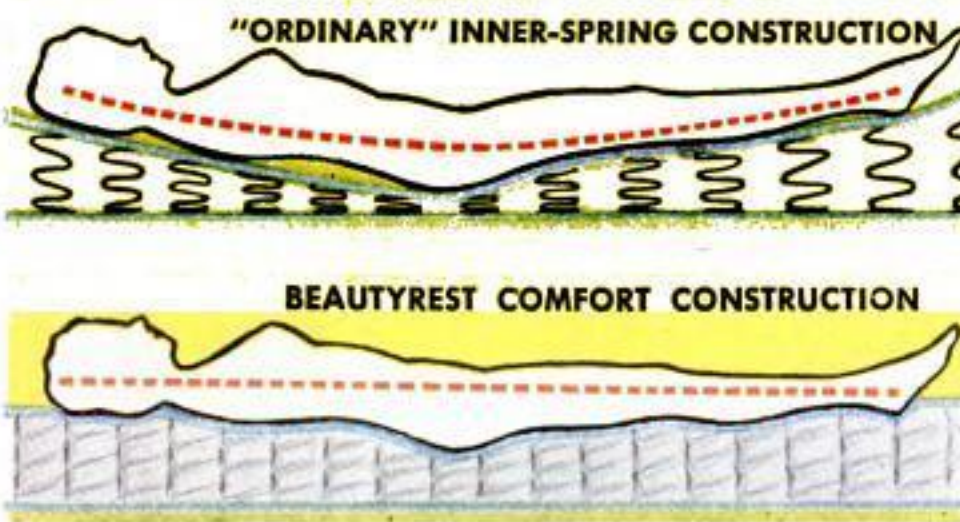
You forget your weariness. You wonder what happened to the weight of your body. Your muscles seem to "let go." All your tenseness disappears from head

to toe. Even your bones seem to soak up the luxurious feeling of Beautyrest comfort!

That's what Beautyrest has that everybody wants. And only Beautyrest gives it to you. Beautyrest is waiting for you at your Simmons dealer's.



**2. The construction is different.** Glass of water stays steady even though near-by springs are pressed down. Each *Beautyrest* spring is individually pocketed—acts on its own. Beautyrest springs can't pull each other down. No hollows. Just perfect comfort.



**3. The comfort is different.** Top picture: see how wired-together springs *sag* deeply beneath you, forming hollows. Below: see how Beautyrest's 837 individually pocketed springs "give" only in the right places. Not 200, 300, 400—but 837 coil springs!



**Lasts over twice as long** as the next best mattress tested. In "torture" tests constantly being conducted in the United States Testing Co. laboratories, Beautyrest actually takes over half a million more poundings than any other mattress.



**Guaranteed for 10 years!** Beautyrest is guaranteed against structural defects for ten years. \$59.50 (about 11½¢ a night). Isn't that little enough to pay for the world's most popular mattress? P. S. Put your Beautyrest on a Beautyrest box spring.

## Only SIMMONS makes BEAUTYREST\*

ALSO FROM THE HOUSE OF SIMMONS—the greatest name in bedding: Hide-A-Bed—the sofa that doubles as an "extra bedroom." Electronic Blanket—a good defense against colds. Deepsleep Mattress—a fine Simmons mattress at a lower price. Babybeauty Crib Mattress—made to doctors' specifications. Ace Spring—the modern spring for the modern mattress.

\*TRADE-MARK REG. U. S. PAT. OFF. ©1948, SIMMONS CO., MOSE. MART, CHICAGO, ILL.





**AS SENIOR PARTNER** in international law firm of Sullivan & Cromwell, Dulles made a fortune and gained invaluable experience in international dealings. He succeeded William Nelson Cromwell (left) as active head of the firm.

## DULLES CONTINUED

and a political philosopher. Vandenberg is almost precisely the opposite. He thinks in terms not of ideas but of action. He does not want to philosophize about a thing or pare it down to principles and lay it out, A, B, C, in the Dulles manner; he wants to know whether the damned thing will work.

This is a source of considerable humor between the two men at present and a possible source of conflict in the future, but it has this advantage: when they agree on something they reassure each other, and action follows quickly.

At San Francisco, Vandenberg was appalled at the tactics of the Russians and far less patient with them than Dulles. In this situation Dulles could go back to his long experience in the peace negotiations after World War I and steady things down a bit. But by the time Dulles had gone through the first tedious and fruitless meeting of the Council of Foreign Ministers in London, and run into the same Soviet tactics a third time at the first meeting of the U.N. General Assembly in January of 1946, he had arrived intellectually at the same conclusion dictated by Vandenberg's instinct at San Francisco. That conclusion was that our policy toward the Russians had to be changed; that a stand had to be taken against the Russians in defense of the principles of the U.N. Charter. Once agreed, the intellectual and the politician thereupon converged on Secretary of State James F. Byrnes. They said privately and publicly that they were not satisfied that we were following the right course. They asked for a more stern defense of the principles of the U.N. Charter. Secretary of State Byrnes either responded to their appeals or reached similar conclusions simultaneously—politicians are sensitive about these matters—but anyway, the "policy of containment" or "tough policy" toward Russia was launched soon thereafter.

### Clarity and new ideas

**I**N all these experiences since the war, Dulles has revealed a capacity for writing clear unambiguous statements of policy, a habit likely to characterize his work if he is appointed Secretary of State. As a senior partner at Sullivan & Cromwell, he was constantly negotiating against the finest lawyers in the world. In many cases, as when he was representing American holders of foreign bonds, success hinged on intricate questions of national and international law, where careless briefs or argument might very well lose him the case. Thus he acquired the habit of painstaking preparation before presenting his case—a characteristic that is not likely to be a handicap to him in his negotiations with the Russians, whose capacity for taking advantage of loopholes in agreements is well and unhappily remembered. But he is not merely good at paper work, he has proposed new ideas, new approaches to some generally accepted policies and different emphasis on others.

The first of these is on Germany. Before the war Mr. Dulles and his firm did a lot of business in Germany. His critics believe they see in his writings of that period a tendency to defend the German trusts and cartels, and these factors have led some to suggest that as Secretary of State he might be inclined to support those who

CONTINUED ON NEXT PAGE



## Championship Performance



## The World's Most Famous Motor Oil

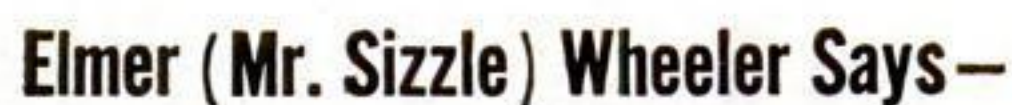


## New Magic Now

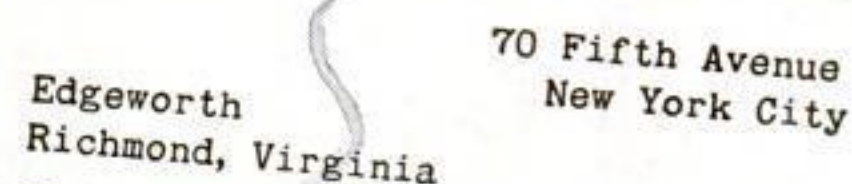
1. Keeps your motor cleaner . . . smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed "Film of Protection"







**"EDGEWORTH  
Rates an 'Oscar!'"**



Gentlemen:

It may be the sizzle that sells the steak, but it was the first "whiff" of your good Edgeworth Pipe Tobacco that put it in my briar.

Never once has Edgeworth  
talked back to me, bit me, or  
burned my tongue. In my  
book, Edgeworth rates an  
"Oscar!"

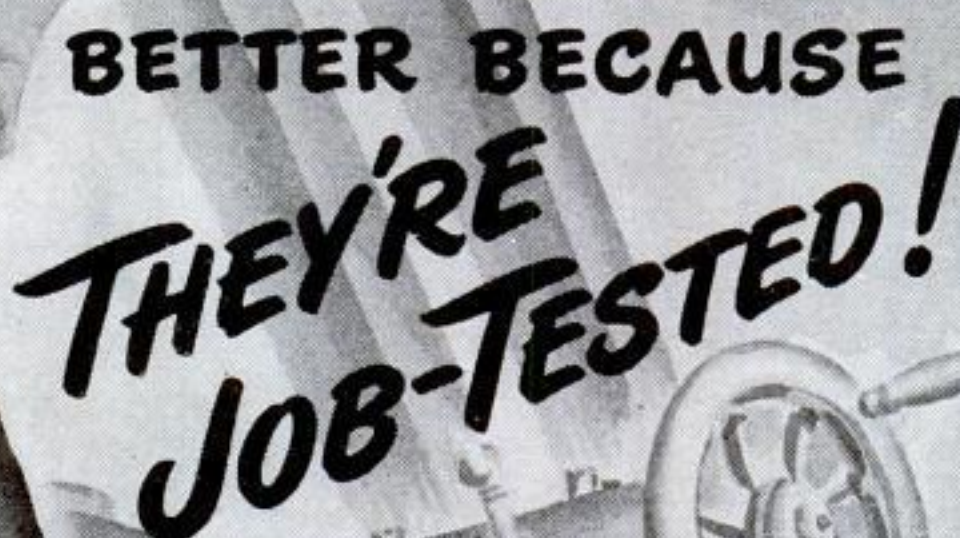
Sizzlingly yours,  
Elmer Wheeler  
Author, Public Speaker

**RELAX**  
with



EDGEWORTH READY-RUBBED . . . slow-burning, cool smoking; always fresh in Seal Pak pouch.

EDGEWORTH SLICED... can be crumbled to suit personal taste.



**Working men take to job-tested Crown or Headlight Work Clothes for three main reasons: 1. They wear. 2. They fit. 3. They're designed for and tested on the job. Try them and you'll agree that they're better for your job!**

**\* Crown and Headlight Work Clothes**  
are the only work clothes that carry  
the certificate of approval of the  
United States Testing Co. Sanforized,  
too. A new pair free if they shrink!

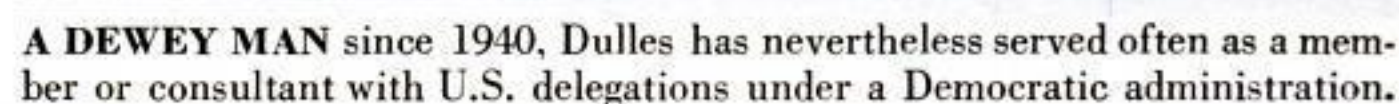


**CROWN AND HEADLIGHT**  
*Work Clothes*  
 Cincinnati, Ohio      San Francisco, California

**Cincinnati, Ohio**

**San Francisco, California**

OVERALLS • TROUSERS • SHIRTS • JACKETS • TREE CLIMBER TOGS



## DULLES CONTINUED

believe we must base our Continental policy on Germany rather than on France.

What he believed before the outbreak of the war in the Pacific is one thing; what he believes now is something else again. What is certainly true is that during the Moscow meeting of the Big Four Council of Foreign Ministers he took the position that the Germans had learned very little and were not a reliable instrument of Allied policy. The production of the greatest workshop in Europe—the Ruhr—should not, he insisted, be left in the hands of the Germans but controlled by the Western powers for the benefit of all of Europe.

It is not true that he went all the way to the French policy of detaching the Ruhr entirely from Germany, but he did oppose those who wished to build up Germany and his views on that subject were finally supported by General Marshall.

Two changes would undoubtedly be made in Germany if Mr. Dulles had his way. The economy of Germany would be integrated far more with the economy of Western Europe than it is at present, and General Lucius Clay, our commander in Germany, would undoubtedly be replaced.

Mr. Dulles has respect for the general's ability, but he thinks the general has a low boiling point. He would prefer a cooler man at such a hot spot. Likewise, he admires the general's sense of economy, but he does not want that economy to be achieved at the expense of the Netherlands and Belgium, or the Marshall Plan objective of a coordinated Western European economy.

Dulles feels deeply about several aspects of the great cooperative experiments that are now being conducted between the U.S. and Western Europe. He wrote a book at the time of Munich called *War, Peace and Change*, the thesis of which was that the democracies had failed to keep the peace because they had identified peace with the *status quo*, stability with rigidity.

Change, he observed, was inevitable and unless international institutions were adjusted to provide for peaceful change, violence and war would result. Mr. Dulles was accused then of suggesting the appeasement of Germany, and the Soviets will undoubtedly twist his meaning into support of their own version of change today, but not with any help from him.

He does, however, apply the principle of peaceful change to the recipients of Marshall Plan aid. As he sees it, Western Europe and Western Europe's African dependencies must make much more progress than they have toward the development of a coordinated economy and a coordinated defense.

While they are doing so and while they are in danger of attack from the Soviet Union, he feels that the U.S. should enter into a commitment to help protect them against any aggressor.

He emphasizes two points, however: that this commitment should be temporary, and that nations should be helped in accordance with the progress they make toward integrating their economies with the other Western European nations.



wherever there's fun, there you will find the people  
 this car was made for . . . people with a flair for the unusual;  
 who combine smartness, unerring good taste *and* a sharp sense of value



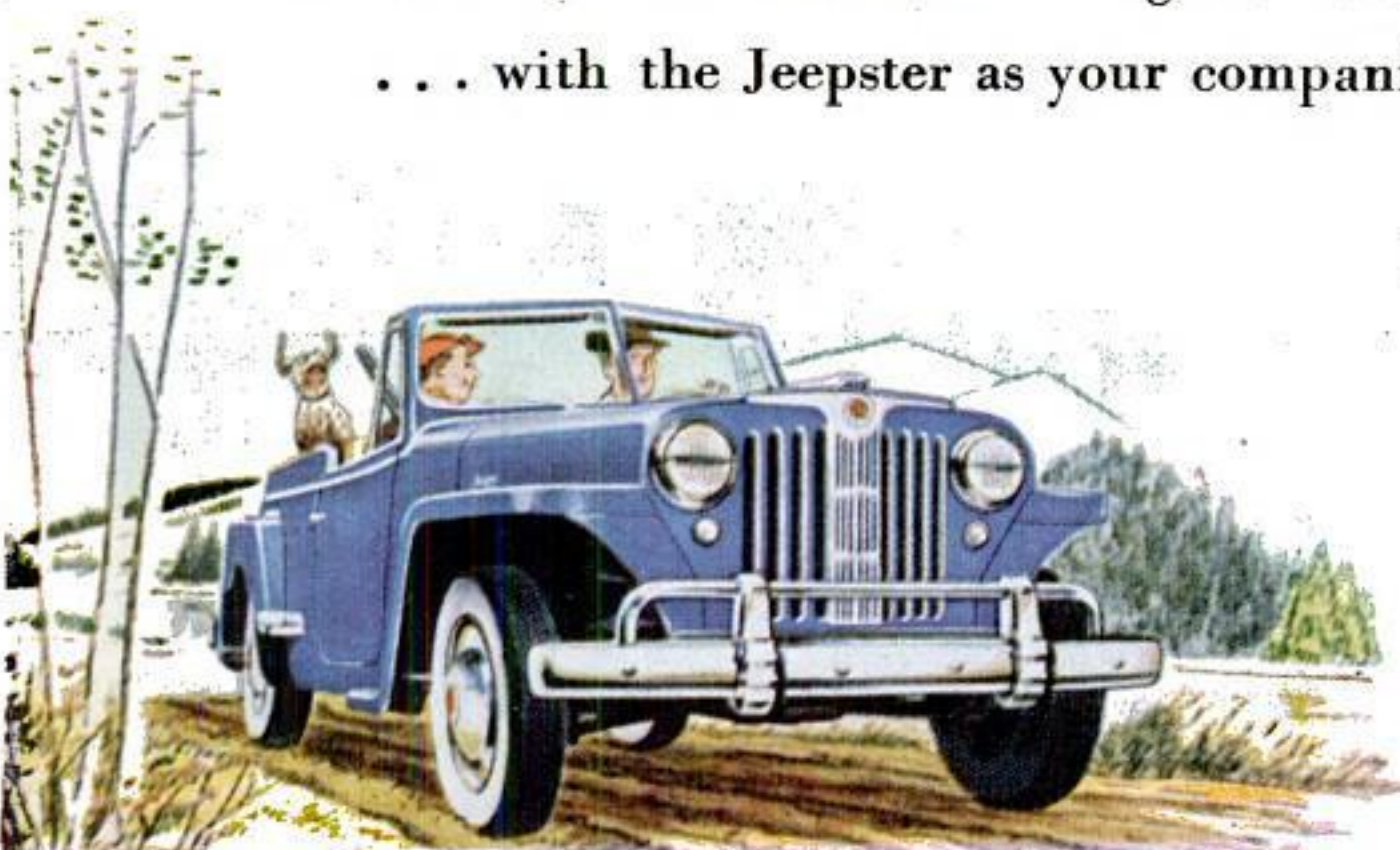
# *it's the* **Jeepster**

There's a challenge in the Jeepster. You feel an invitation to get-in-and-go that is unmatched in any other American-built car. Try sitting, low and relaxed, in the driver's seat. You'll know you're in the most exciting thing on four wheels in all motordom. Try to resist the urge to roam the roads and skim along the boulevards . . . with the Jeepster as your companion.



There's a singing joyful way about this car. There's also a lack of dead weight . . . an absence of stale ideas in automotive design. The Jeepster is refreshing and new and *fun*. The only thing like it is another Jeepster. And this year, many people like you are going to make that happy discovery.

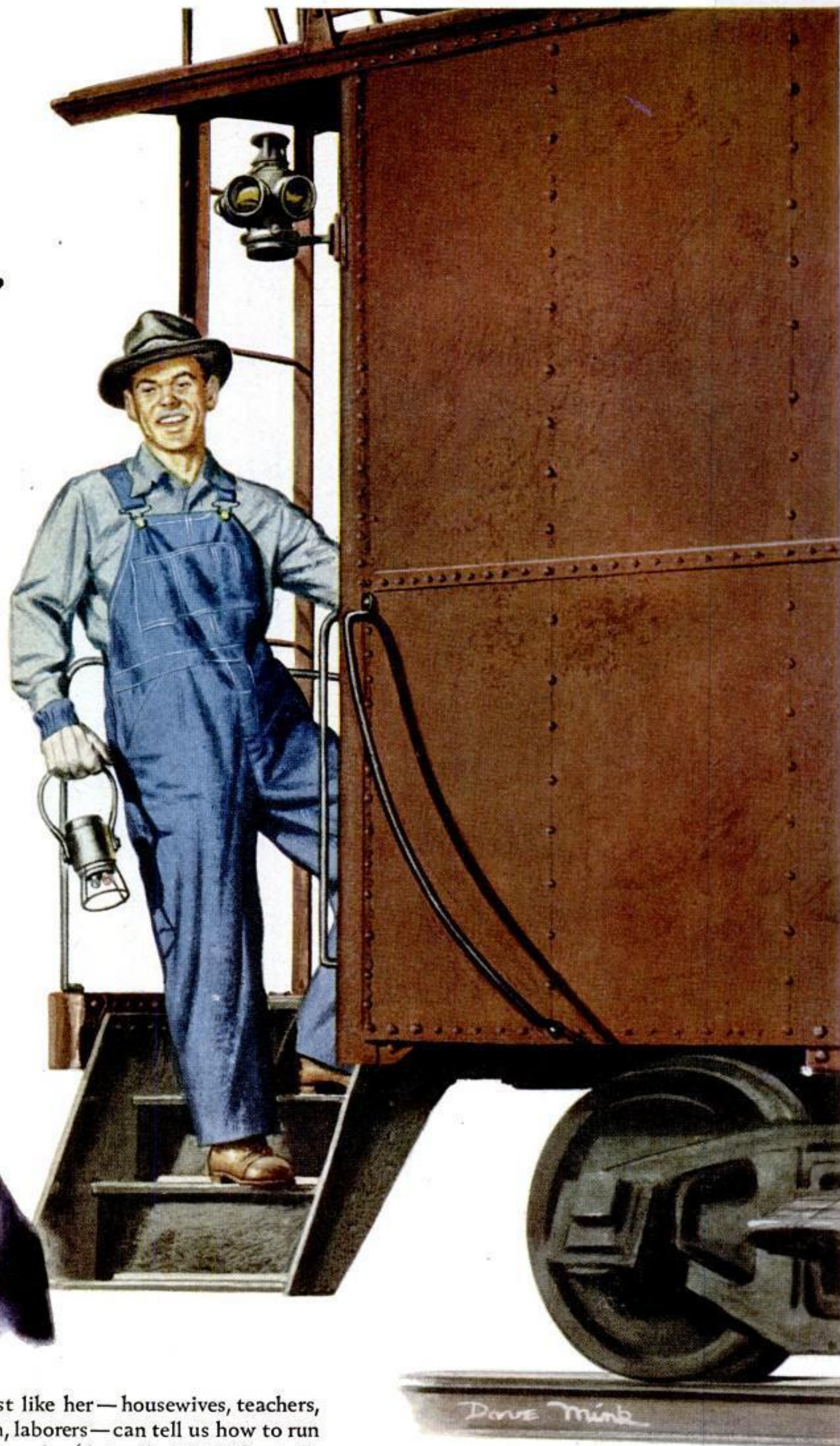
Meet the Jeepster now at Willys-Overland dealers.



WILLYS-OVERLAND MOTORS, TOLEDO, OHIO, U.S.A. • MAKERS OF AMERICA'S MOST USEFUL VEHICLES



*How's our  
railroad doing,  
young man?*



*"Is it making any money?"*

*"What are they paying for fuel these days?"*

*"Are you hauling much freight?"*

*"Do you like your job?"*

The little old lady is not a busybody — she is merely looking after one of her investments.

She has some money in the Santa Fe. Maybe it's ten, maybe it's twenty, maybe it's fifty shares of Santa Fe stock.

She is entitled to attend a stockholders' meeting. She can get on her feet and ask our board of directors questions just like the above. She can compliment those gentlemen for their management, or she can bang her umbrella on the table and tell them off.

Alone, her few shares of stock can't do a lot. Alone, she couldn't elect a president of the United States.

But stockholders just like her — housewives, teachers, merchants, salesmen, laborers — can tell us how to run the Santa Fe, and they do. (Actually 29,178 Santa Fe stockholders are women, most of them holding only a small number of shares each.)

And that's the beauty of America — the voice of the people is the voice that runs things, whether it's operating a transcontinental railroad or putting a man in the White House.

Isn't it a wonderful country where so many can own so much? That's "Free Enterprise."

★ ★ ★

Santa Fe stockholders, just as those of any railroad, know that American railroads must be permitted to earn at least 6% (many other industries earn more) on their investment in order to maintain sound and progressive operations and to continue to provide shippers and passengers with the finest in rail transportation.

**SANTA FE SYSTEM LINES**  
Serving the West and Southwest





In short, he feels that the Western democracies must make provision for radical but peaceful change. They can if they will, he believes, build a secure, prosperous middle power as strong as the U.S. and the Soviet Union, but our power and influence will have to be used in order to encourage such a development.

Finally, Mr. Dulles has another thesis that reflects his experience in private life. His father was a Presbyterian minister; and like his grandfather, whose writings are full of Calvinistic doctrine, Mr. Dulles believes that force is evil unless allied to a moral and even a spiritual purpose. He has constantly applied this philosophy to international problems. In January of 1941 he was appointed chairman of the Federal Council of Churches Commission to Study the Bases of a Just and Durable Peace. At the San Francisco Conference Dulles constantly fought for recognition not only of national rights but of individual human rights, and much of the philosophy he expressed there came out of his studies with the church organizations. In this policy he was supported wholeheartedly by the American delegation. Indeed, it can safely be predicted that Dulles, as Secretary of State, would find himself in agreement on almost all the basic principles of foreign policy questions introduced by the present administration. He supported the Marshall Plan. Despite the opposition of some of the churches, he came out strongly for rearmament and for collaboration between North America and Western Europe. Applying the principle that force is evil unless allied to a moral purpose, he believes that no nation is so poor as one that has only dollars to give. This theme runs right through his writings and speeches of the past 20 years. It is present in Tom Dewey's acceptance speech at Philadelphia, which Dulles helped to draft and it is likely to be heard more and more out of Washington if the Dewey-Dulles team takes over the direction of our foreign affairs.

As a theme for our own people, and as an effort to encourage those men who believe that Western civilization has a positive and not merely a negative mission of stopping the expansion of Soviet Russia, it is objected to by nobody in Washington.

### New emphasis on morality

**T**HERE are some fears, however, that Mr. Dulles might be tempted to use the power of office to launch something of a crusade which might be resented by other nations.

This fear among his critics springs in part, no doubt, from his long and close association with the Federal Council of Churches and in part from another Dulles' thesis, which is often allied to his call for a new emphasis on morality.

This thesis is that the U.S. must meet the challenge of the Soviet Union not only on the ideological level but at the level of political warfare as well.

Recently he has been presenting the doctrine that Russia fights on three levels: with naked power, with propaganda and with the internal power of the Communist parties all over the world.

We are opposing them successfully on two levels, as he sees it: we are balancing the power of the Soviet Army, and we are not losing the propaganda war. But his fear is that we may not deal effectively with the tactics of the Communist parties in the various states; that we may allow them to conquer vital areas through sabotage, through strikes and through political manipulation.

And if this happens, he concludes, if we do not devise ways and means of blocking their technique of aggression by infiltration (as in Czechoslovakia), we may find that we have only one weapon left: the power of our army, which means war.

There is the most violent difference of opinion both in Washington and in the various other capitals of the West about this thesis. And this violence is encouraged because Mr. Dulles has not defined clearly just how far he would go in opposing Communist political tactics in France, Italy or China. Would he favor the creation of an organization like the Cominform? Would he intervene directly if another Communist party like the Czech party appeared to be gaining control? Or would he merely propose the appropriation of U.S. funds to assist anti-Communist or non-Communist political parties and labor unions? These questions have not been answered, and they remain as a doubtful item in an otherwise encouraging platform.

It remains to be seen, of course, how much authority and freedom of action Mr. Dewey would allow Mr. Dulles if the former were elected President and the latter chosen as Secretary of State.

It also remains to be seen what the relationship of Mr. Dulles and Mr. Vandenberg would be in this eventuality. The guess at the moment is that Mr. Dulles might be more restricted at the Department of State than he thinks, and that he may have more trouble on Capitol Hill than he anticipates. That Mr. Dewey would,

CONTINUED ON NEXT PAGE

**FOR BEST RESULTS:**

shave with **Barbasol**



**"You've got me corralled, Handsome . . . with that smooth-looking Barbasol face!"**

Competition gets tougher daily, and every advantage counts. Barbasol means cleaner, closer shaves *with comfort*; saves both time and money. Barbasol's brushless ingredients wilt

wiry beards *without removing natural skin-oils*, as soapy lathers do. Your face stays smooth, easy—not tight, dry, or sensitive. So Barbasol is the top-selling shave cream. Try it!

- No brush
- No lather
- No rub-in



Use it also for soothing relief of windburn, chapping, chafing, itching



AVOID  
**"Athletic Aroma"**  
USE BARBASOL  
LOTION DEODORANT



Luscious morsels of candy goodness  
that please the taste  
and make it call for more!



**Heide**  
CANDIES

HEIDE ASSORTED  
JUJUBES

HEIDE LICORICE  
PASTILLES

**HENRY HEIDE**  
INCORPORATED • NEW YORK, N. Y.

## DULLES CONTINUED

for a time, give him considerable freedom is not doubted, but there is little in the Dewey record to suggest that he would ignore his constitutional obligation to direct the nation's foreign policy or grant his Secretary of State anything like the power that is now wielded by Secretary Marshall and Under Secretary of State Robert A. Lovett.

Within the Department of State itself, the feeling in Washington is that Mr. Dulles would be a successful and respected chief. He is not popular there now, and it is not difficult to explain why. For the past three years he has been trying to walk the knife edge between the two parties; he has been trying to support the government at international conferences without losing his own or his party's independence. This is approximately as easy as making love to two ladies at the same time without arousing the suspicions of either, and Mr. Dulles, naturally enough, has not wholly succeeded.

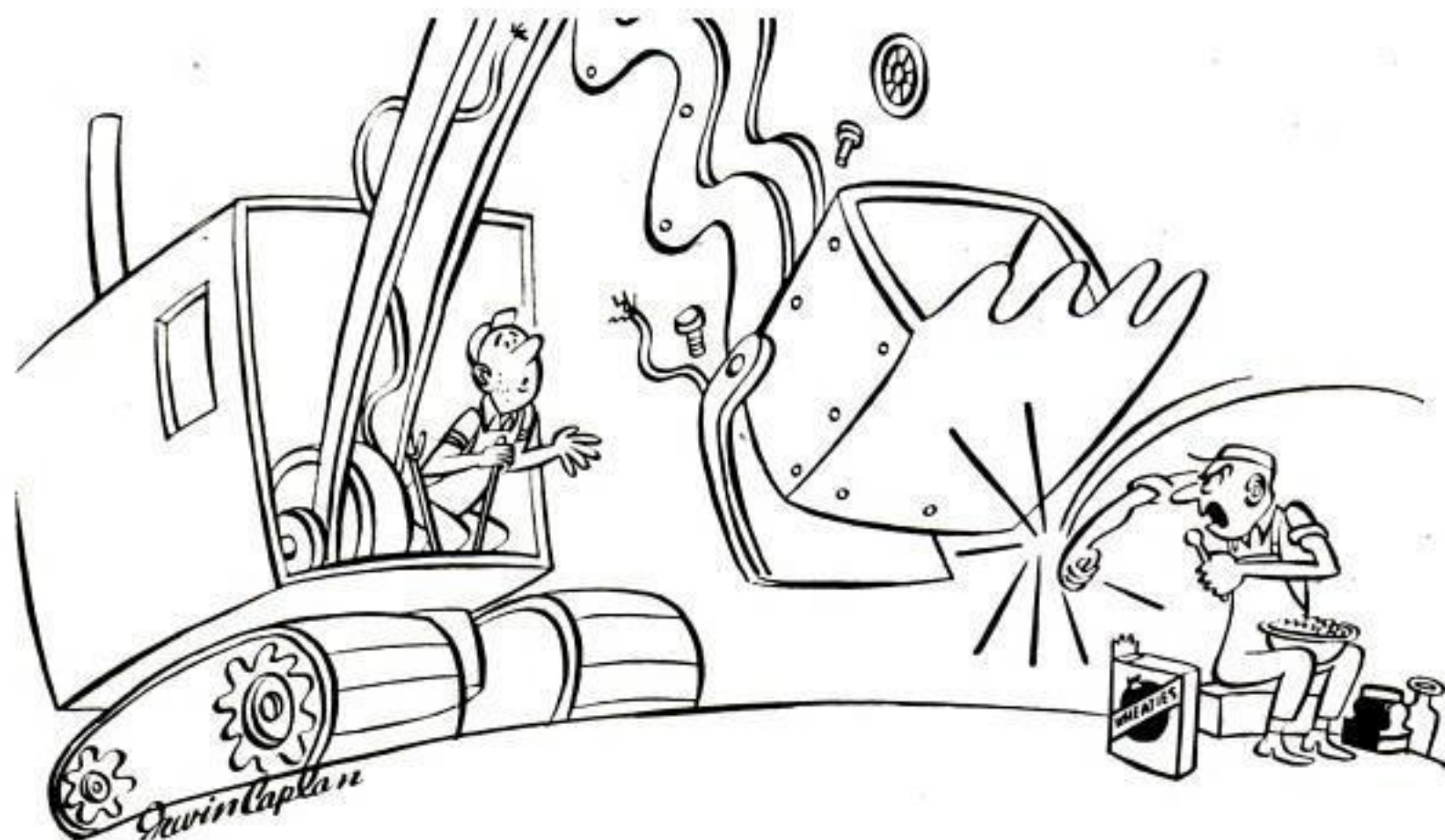
Nevertheless he will bring to the top of the department, if he is appointed and confirmed, an experience and feel for foreign affairs that have not been present there since the days of Stimson and Root, and that will serve him well with the permanent officials.

It is one of the misfortunes of our time that the two most powerful and influential nations in the world are also the two least experienced of the great states in the conduct of foreign affairs. In the past decade, during which the U.S. and the Soviet Union have been pitchforked out of isolation into the decisive role among nations, their departments of foreign affairs have been run by comparative amateurs. Molotov and Vishinsky in Moscow, and Hull, Stettinius and Byrnes in Washington, not only had little or no diplomatic experience but were wonderfully vague about both history and geography when they took on their jobs.

At no time during this period have we had a Secretary of State who had both clarity and long experience overseas. Hull and Byrnes had the feel of Capitol Hill and the South; Stettinius, a sense of public relations and a knowledge of big business; and Marshall has long knowledge of the Army, the gift of expression, the courage to make decisions and a certain moral grandeur.

But never during this period could it be said that the Secretary of State had 1) effective political contacts at the White House and Capitol Hill, 2) long firsthand experience of the situation abroad and 3) the clarity and administrative ability to run the Department of State.

It may be that there is still no such man available for the job, but Governor Thomas E. Dewey thinks he has an excellent candidate in John Foster Dulles.



"Quit reaching for my Wheaties!"

Another hard hitter . . . is Giants' Johnny Mize. Belted lots of home runs this year. Wheaties his year 'round training dish, with milk and fruit! "I've en-

joyed those good whole wheat flakes for years," says famous first baseman. Mize started in 1930. Champions do. Why don't you? Eat Wheaties!



CHOPPING WOOD provides healthy form of exercise for the prospective secretary. Here he lays lustily into a log at home near Cold Spring Harbor, N.Y.

sleep on  
**SYLCON**  
QUILTED MATTRESS  
AWARDED CERTIFICATE OF MERIT  
NEW YORK MUSEUM OF  
SCIENCE AND INDUSTRY

**T-N-T**  
POPCORN  
for little "goblins"

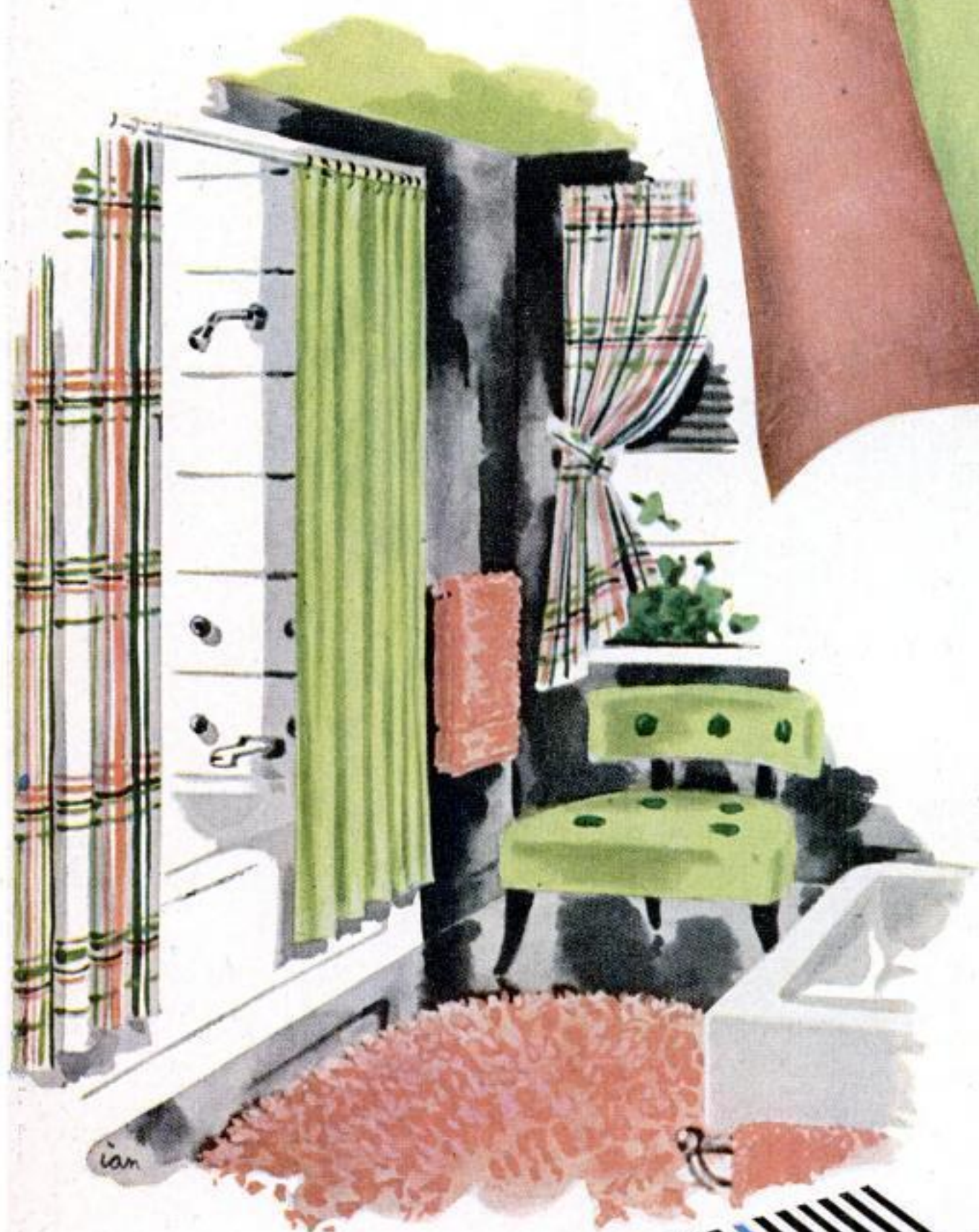
**Play Billiards**  
ON TABLES COVERED WITH  
**SIMONIS**  
World's Best Billiard Cloth Since 1680  
IMPTD. FROM BELGIUM—H.W.T. MALI CO., N.Y. 10

A GOOD POINT TO REMEMBER!  
**SAFT-HED**  
THUMB TACK  
GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD



# Nashua

## brings you Shower Curtains made for each other!



**Nashua Shower and Matching Window Curtains** can be had in both luxurious rayon taffeta and long-lasting Vinylite. Choose from 135 patterns and colors—stripes, plaids, florals large and small, and plain colors in shades to match your favorite print. Taffetas from about \$6 to \$9; Vinylite from about \$3 to \$7.



### Mix pattern and plain for decorator smartness

**Nashua**, newest name in Shower Curtains, brings you the newest in bathroom décor—co-ordinated colors in patterns and plains. Hang two or even three harmonizing curtains side by side for a stunning, luxurious effect!

Take Nashua's gorgeous rayon taffetas and make your bathroom unbelievably smart in a matter of seconds. And they're so practical . . . shed water, resist mildew, wash beautifully! Or, you can perform miracles of decoration, even on a budget, with Nashua's popular-priced Vinylite\* curtains. They're unaffected by dampness, seams are heat-sealed.

So why not shed your out-dated, hospital-white bathroom the inexpensive Nashua way. Leading stores everywhere carry a score of Nashua designs. "Parade" illustrated, with "Flamingo" and "Lime." Matching shower curtains in plain colors.

\*Reg. U.S. Pat. Off.



# Everything tastes better with **Petri Wine**



The perfection you find in Petri Wine is the result of a skill which has been handed down, from father to son, for *three generations*.

Try Petri Wine tonight!

**PETRI TOOK TIME TO BRING YOU GOOD WINE—**

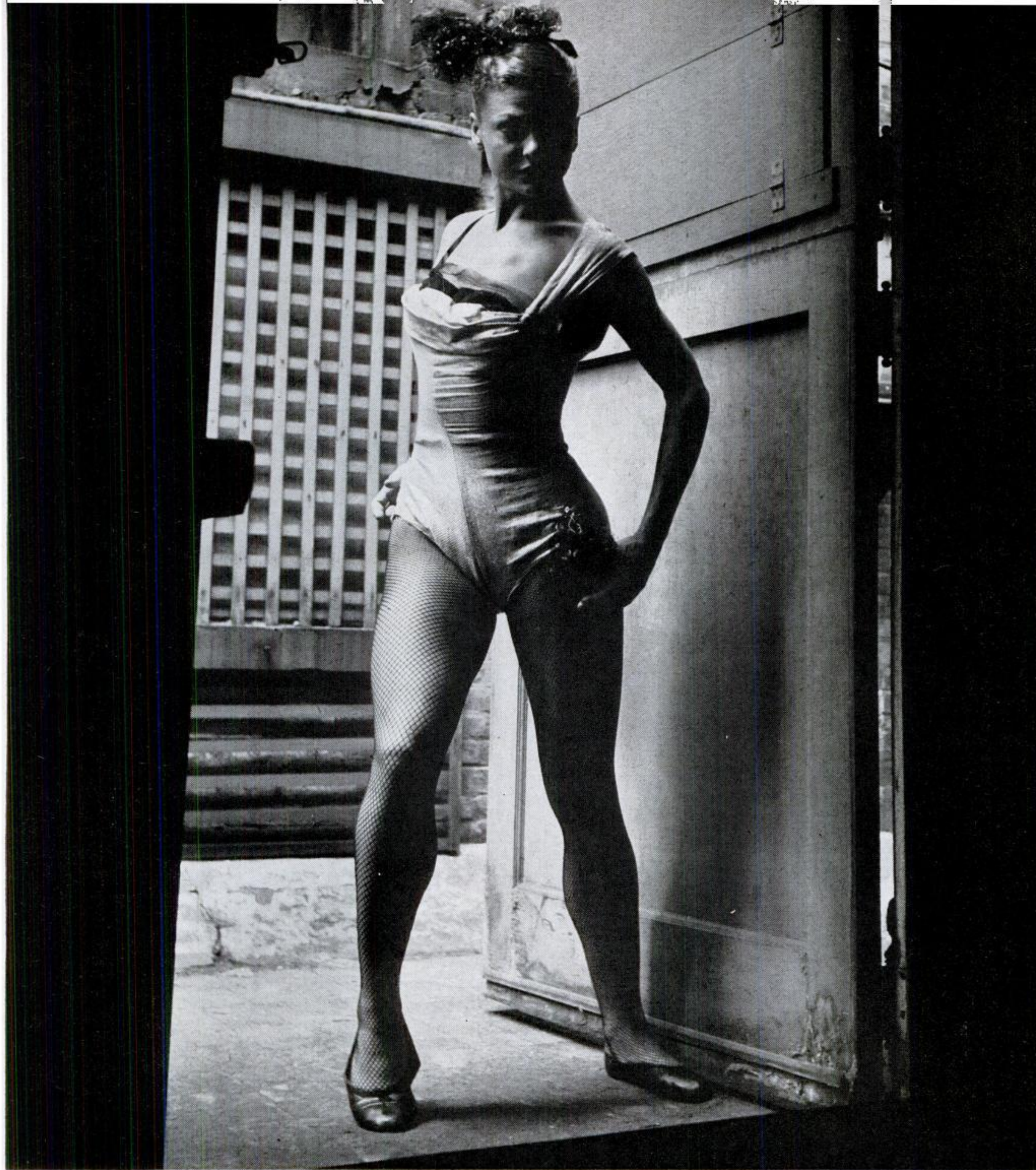


PETRI WINE CO., SAN FRANCISCO, CALIFORNIA

SILVER BY GUMP'S, SAN FRANCISCO

Copyrighted material





VALERIE BETTIS, IN DOORWAY TO HER BACKYARD, WEARS COSTUME FOR BALLET SHE CREATED SATIRIZING THE DISCONTENT OF MODERN WOMEN

## TIGER LILY DANCER

**Valerie Bettis, a Houston highbrow, becomes a popular New York hit**

Valerie Bettis from Houston, Texas is a catlike, tawny blonde with a sexy appearance and a serious approach to the art of dancing. For some years in New York she gave recitals which were well received by highbrow critics, but wide popularity was something Bettis never expected. Now, suddenly, she has it. Last spring Valerie made her first Broadway appearance in *Inside U.S.A.* (LIFE, May 17) as a dancing murderess named Tiger Lily (right). Overnight her swift, sultry technique became famous and won her two of Broadway's coveted Donaldson awards—as Best Danseuse and Best Debut Performance in Musicals of the season.

With her characterization of Tiger Lily now

famous and the show established as a solid hit, Valerie, who is pleased but unimpressed by her fame, has once more settled down to her regular homework as a serious dancer. In her big Greenwich Village apartment, where she lives with her pianist husband, she holds dance classes and is preparing an experimental ballet based on an esoteric novel by William Faulkner. She expects to present it this fall to small Sunday-night audiences. Hardworking, restless and highstrung, Valerie finds odd ways to relax. Coming home at night, after a strenuous day of rehearsals and performances, she eases off by rearranging all the furniture in her studio, then drops off into a deep, dead sleep on a sofa.



**AS A MURDERESS** named Tiger Lily, Valerie leaps at detectives in hit ballet in the musical *Inside U.S.A.*



**COMFORT-WARMTH** *with Freedom of Action!*



**"BODYGARD"**

*Sweat Shirts*

You and BODYGARD Sweat Shirts are destined to remain inseparable buddies. A generously cut, and very comfortable sweat shirt that leads a dozen different lives! Closely knit. Absorbent fleece lined. Snug cuffs and waist. Colors: Royal-Scarlet-Maize - Gunmetal - Silver - White.



*Sold by Leading Retailers*

Utica Knitting Co., Utica, N.Y. and Anniston, Ala. . . Knitters of Bodygard Briefs, Midlengths, Longs, Athletic and T Shirts • Men's, Boys' and Children's underwear • Men's sweater coats • Sweat shirts • Children's sleepers

Valerie Bettis **CONTINUED**



**REHEARSING BALLET** based on Faulkner's *As I Lay Dying* in her studio, Valerie shows Dancer Beverly Bozeman (right) a little come-on technique.



**REGISTERING DISMAY** as an unmarried girl who has just learned she is pregnant, Valerie leaps high while other members of her troupe watch soberly.

**CONTINUED ON PAGE 148**



# Here's a tax return TO YOU



Out of every dollar paid for legal  
liquor, 57 cents—or more  
than half, comes back in the

form of Federal, State and Local taxes. This return lightens  
everyone's tax burden. It is the nation's greatest single source  
of product tax revenue.

You voted to establish a liquor industry that is controlled  
by the American people. Before that, billions of dollars of

potential tax revenues went into the pockets of  
bootleggers and other racketeers.

But bootlegging is again threatening every taxpayer.

\$495,000,000 in unpaid Federal taxes was the capacity of  
illegal stills seized by Federal authorities last year! So, it  
is well to remember that TOO-high taxes, resulting in  
TOO-high prices, present an invitation for bootlegging,  
which pays no taxes and returns no taxes.

Licensed Beverage Industries, Inc., composed of  
distillers, importers, vintners, wholesalers and  
the leading associations of retailers, stands for  
the attainment of these aims in your community:

1. *The encouragement of moderation, by word and by example.*
2. *The maintenance of pleasant, orderly places of business.*
3. *The encouragement of law observance and law enforcement.*

To reach these goals a legally licensed liquor industry must be maintained.  
Legal regulation goes hand-in-hand with self-regulation.

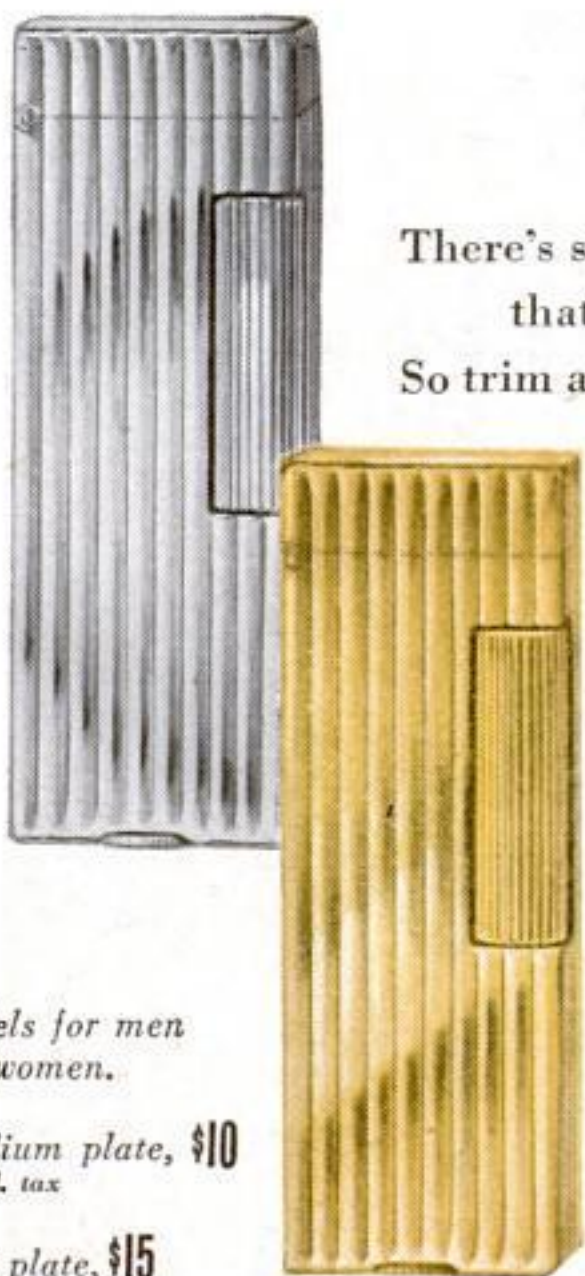
## LICENSED BEVERAGE INDUSTRIES, INC.

10 East 40th Street, New York 16, N. Y.





someone  
you  
know  
is hoping  
for a  
dunhill



Models for men  
and women.

Rhodium plate, \$10  
no fed. tax

Gold plate, \$15  
plus fed. tax

For perfect service use Rollalite flints and Dunhill Benzique.

There's something about a Dunhill  
that makes eyes light up, too!  
So trim and slim and uncluttered in  
design . . . So sure and  
smooth and effortless  
in action. A marvelous  
mechanism in a beau-  
tiful case . . . the perfect  
lighter for lifetime  
service. Give Rollalites  
to the favorite smokers  
on your list . . . At  
fine stores everywhere.

Alfred Dunhill,  
660 Fifth Ave., N. Y.

## Valerie Bettis CONTINUED



**RELAXING WITH MUSIC**, Valerie listens to her Brazilian husband, Bernardo Segall, rehearsing a concert which he will give at Carnegie Hall this fall.



**RELAXING WITH POKER**, Valerie plays with husband and dancers in her troupe. She plays for high stakes and manages to control her excitement.



**RELAXING WITH ICE CUBES**, Valerie receives this treatment from husband every morning when she wakes up because her eyes swell when she sleeps.





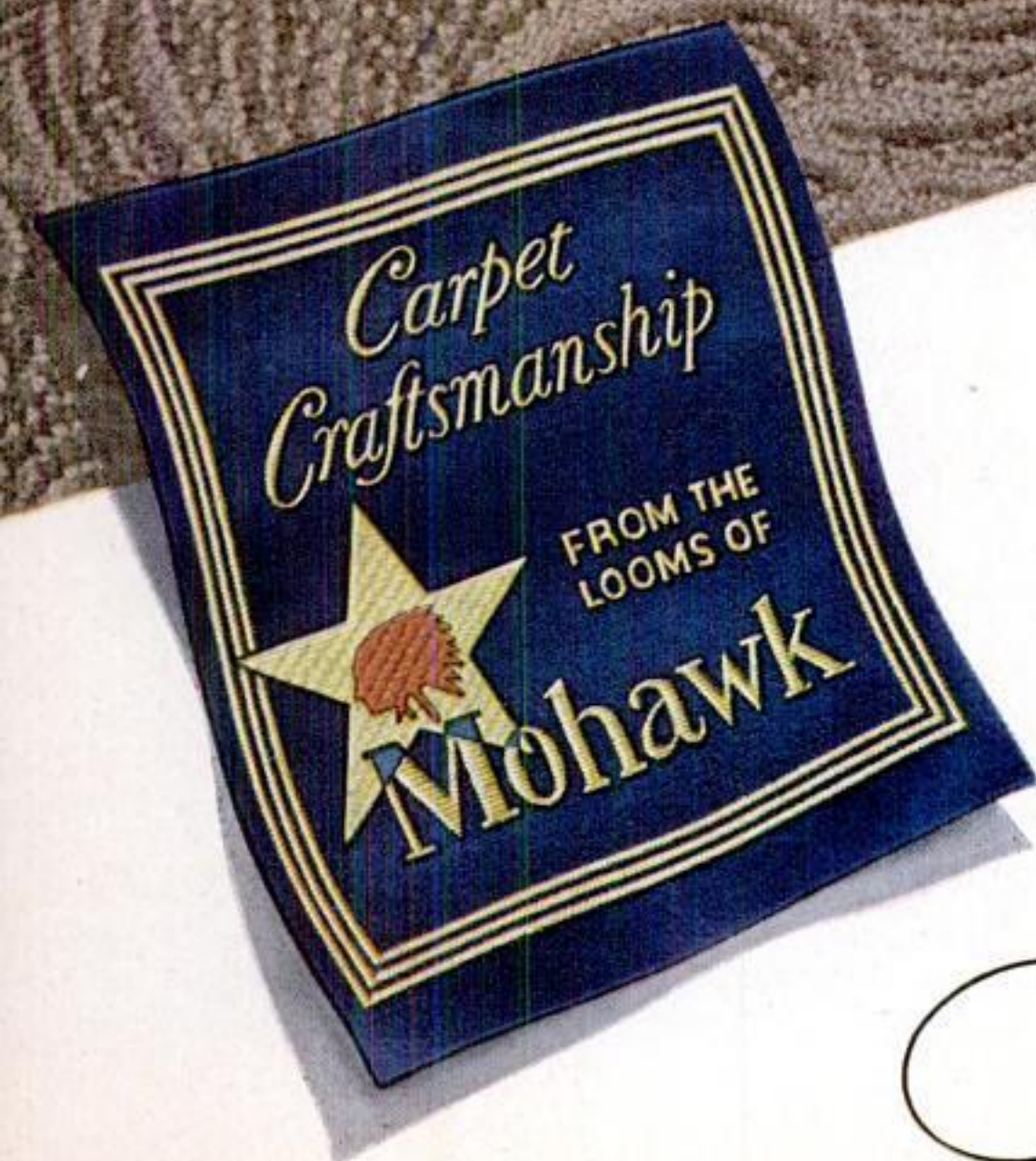
# *Grand Entrance*

for yourself and your guests . . .

this subtle beige expanse of Mohawk's  
Grosvenor, a Wilton weave . . . stairs, hall, and living-room  
all laid as one.

# *Mohawk* rugs and carpets

MOHAWK CARPET MILLS, INC. • AMSTERDAM, NEW YORK





**BETTER BREAKFASTS**

# Pour on the Cream!

**RISE AND SHINE WITH CREAM AND MILK!**

**UM-M-M!** Your favorite cereal... sliced bananas... *then pour on the cream!* Ah-h-h! Real taste-tempting, morning-time goodness... in an ever-new combination for good eating and a good start for the day. Yes, pour on the cream—for better breakfasts that make better days. "Rise and Shine" sparked by the flavor of mellow-rich, golden CREAM... enhancing every spoonful of your chosen cereal... topped with berries, fruits, preserves and sweetened to your taste!

Another lift for a bright day—a refreshing glass o' MILK. Morning, noon or night, MILK ADDS LIFE. Into MILK nature pours vitamins, minerals, proteins... the good things of life. Best of all, MILK makes you look good... *feel* good. No other refreshment does so much for you. Especially at this time of year... for glowing health, vitality and strength... Rise and Shine with MILK and CREAM!



## **SOME LIKE IT HOT...**

Delectable, smooth-pouring CREAM... flavor-flooding *any hot cereal*... even more delicious with a pat of BUTTER and a sprinkling of brown sugar... or topping of preserves. Um-m-m!



## **SOME LIKE IT COLD...**

All mellow in rich CREAM... shredded or other cereal of your choice... blending with lush flavor of berries or sliced, ripe fruits! Whether hot or cold, cereals are always better when you *pour on the CREAM.*

**FIRST  
IN  
FOODS**

**AMERICAN DAIRY ASSOCIATION**

20 N. WACKER DRIVE BLDG., CHICAGO 6, ILLINOIS

"Voice of the Dairy Farmer"





UNDER THE GIANT MOSS-HUNG TREES OF A LOUISIANA SWAMP A BOY PADDLES WARILY IN THE OPENING SEQUENCE OF ROBERT FLAHERTY'S "LOUISIANA STORY"

## MOVIE OF THE WEEK:

# *Louisiana Story*

A beautiful documentary tells of a Cajun boy and an oil well

The boy in the beautiful scene above is a Cajun trapper's son, descended from the French Acadians who were exiled from Canada in the 18th Century. He is paddling through the deep, lazy quiet of a Louisiana swamp. Suddenly the surface of the water is ruffled, the waves become regular and mechanical. A speedboat has driven up with some men who want to lease the water in front of the trapper's house to dig for oil. Industrial civilization has moved into the dreamy bayou.

The boy, shyly at first, watches a great derrick come up and slam down its 90-foot lengths of pipe to tap the oil sands that lie miles underground. He makes friends with the drillers. He kills an alligator after a fearful struggle in the swamps. The well "blows its top," but the oilmen succeed

in capping it. They go away, leaving the bayou as it was before, except that now the Cajun family has more groceries to eat and the boy has a new hunting gun.

That is the whole of *Louisiana Story*. It was made by Robert Flaherty, the father of the documentary film, on a grant from the Standard Oil Company of New Jersey. Unlike most commercial documentaries it is not the record of a particular company's work but a simple and lyrical account of daily life in the oil country. Flaherty lived for 15 months near Bayou Petit Anse in southern Louisiana to learn his subject well and has filled the film with enough human warmth to give it a universal charm, however much movie distributors may mistrust it for its lack of stars and dramatics.



## Never neglect a heel blister

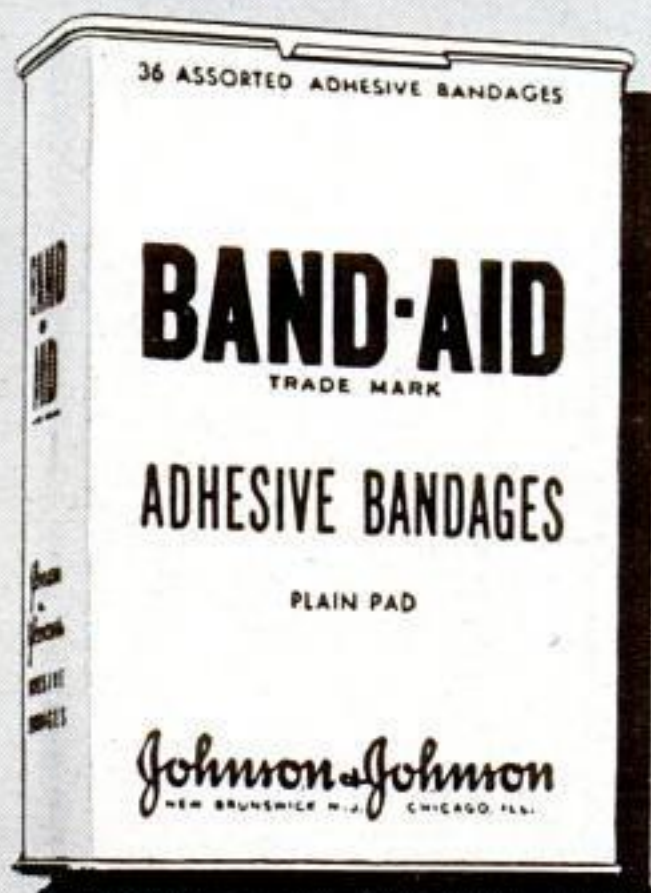


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,\* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

**Caution:** Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in doctors' recommendations

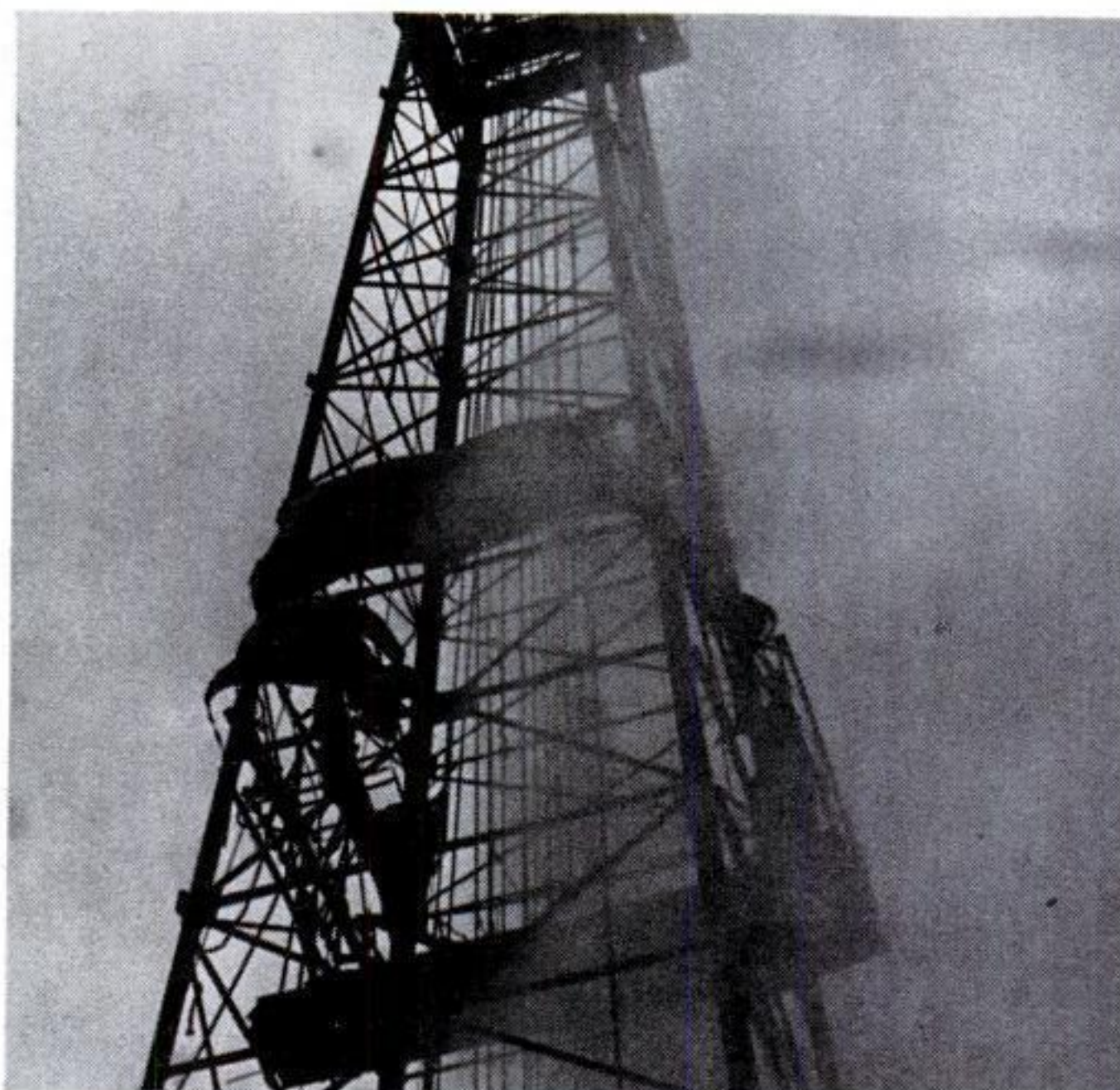


\*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

## "Louisiana Story" CONTINUED



**THE CAJUN BOY** makes friends with one of the oil drillers. His name in real life is Joseph Carl Boudreaux and he is a genuine native of the bayou country.



**WELL BLOWS ITS TOP** with a force equal to the muzzle pressure of 16-inch gun. After risking their lives to shut it off, the drillers halt operations.



**THE BOY STEALS HIMSELF** to throw his most precious good luck charm, a bag of salt, down well, to make it run again. Sure enough, the charm works.

## (Advertisement)

### MISTAKEN IDENTITY

Susie was one to dawdle over her breakfast each morning. Her main diversion was to spoon the cream from her cereal, leaving it high and dry.

But that was before her mother surprised her with a bowl of Grape-Nuts Wheat-Meal.

"Gee, Mommy," she said, "this cereal is delicious!"

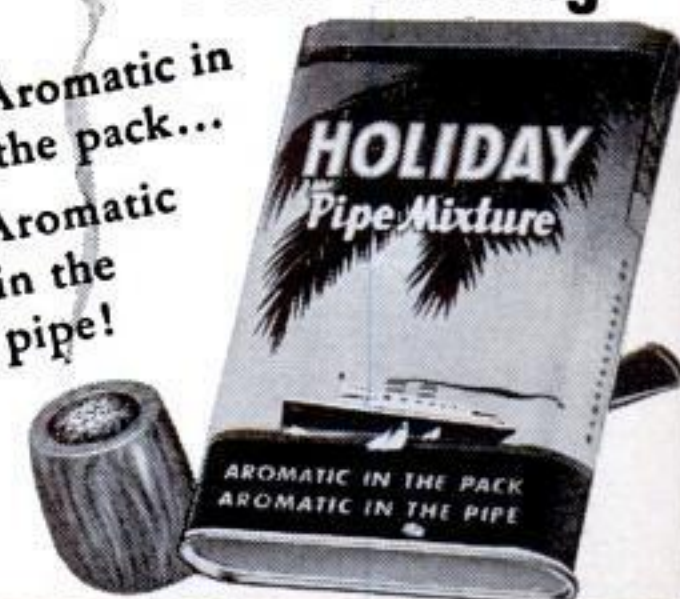
"I'm glad you like it," said her mother, "because Grape-Nuts Wheat-Meal has lots of vitamins."

"Vitamins?" said Susie in open mouthed wonder. "Gosh! And I thought it was just for fun!"

## HOLIDAY

### An Adventure in Good Smoking

Aromatic in the pack...  
Aromatic in the pipe!



**\$100 REWARD**  
for each "Donut Ditty" published



SO TENDER, SO TASTY  
SO NOURISHING, TOO—  
DOWNYFLAKE DONUTS  
ARE THE BEST FOR YOU.

Submitted by MRS. M. G. ROLLINS  
Greenwich, Conn.

Send us your DOWNYFLAKE jingles. \$100 will be paid for each one published. Jingles cannot be returned or acknowledged.  
Mail to DOWNYFLAKE, Dept. M-22,  
393 Seventh Ave., New York 1, N. Y.

**Downyflake**  
the light, tender **DONUTS**

DOUGHNUT CORPORATION of AMERICA

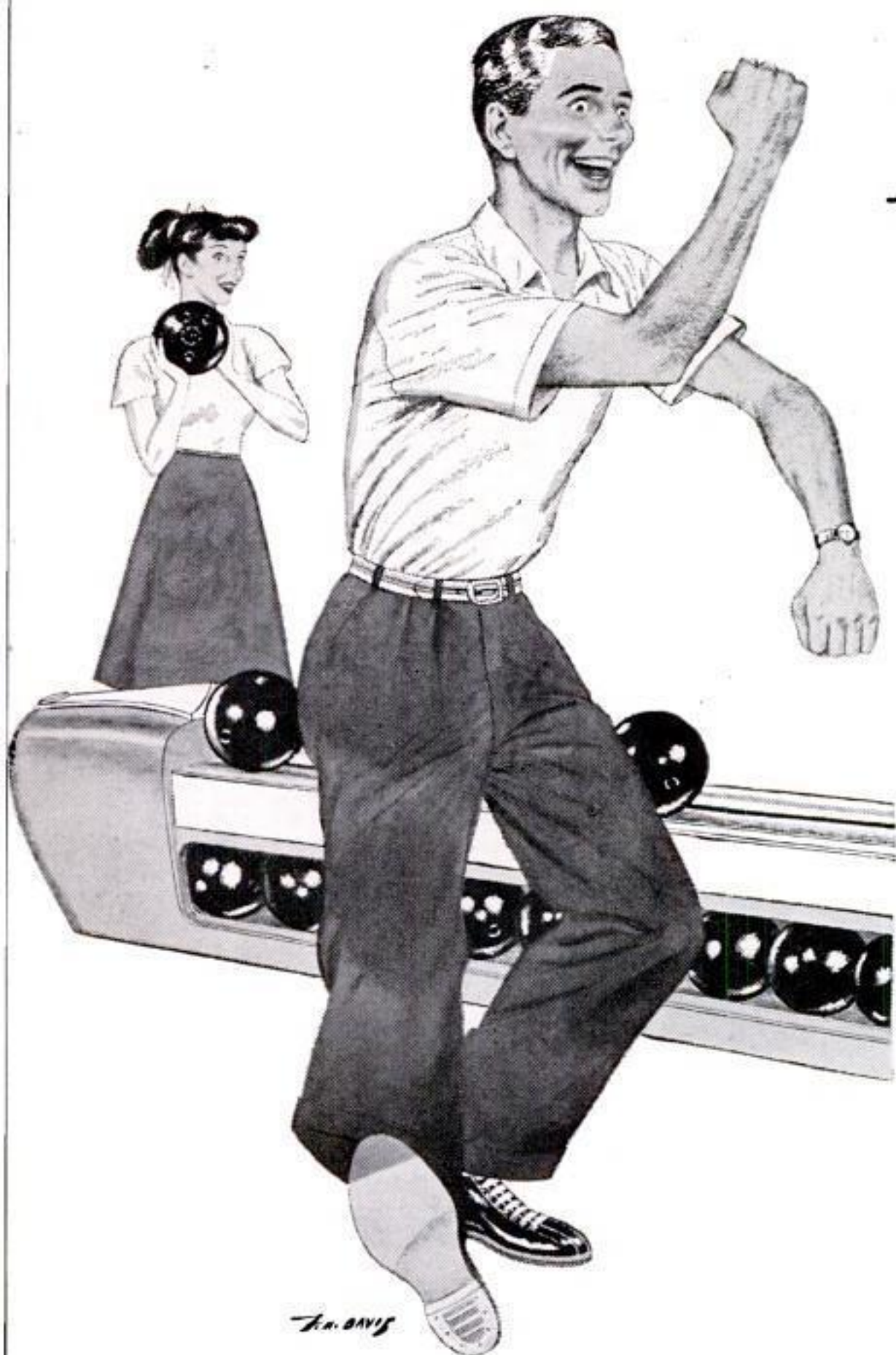
**OTIS**  
UNDERWEAR & HOSIERY  
for men and boys

You can get just the OTIS style you want; sleeveless or short sleeves; briefs, mid-thigh or ankle length drawers. And for the chilly days OTIS WINTERWEIGHTS. OTIS HOSIERY is a good buy too.

OTIS UNDERWEAR  
57 Worth St., New York

CONTINUED ON PAGE 154





*There's Scoring Magic in this Ball!*

...IT'S THE BOWLING BALL WITH  
**DYNAMIC BALANCE\***

**THE BRUNSWICK MINERALITE†**

Slip your fingers into a Brunswick Mineralite. Line up that one-three pocket ... then let yourself go—with confidence. This champion of bowling balls takes everything you put on it—rolls true to the spot where you aim it.

You see, the Brunswick Mineralite has Dynamic Balance—scientific magic in the ball that makes it roll smoothly, steadily up the lane : : : right on the

beam. To add scoring punch and strike power to your game ... bowl the ball the experts bowl. Get measured for your Brunswick Mineralite today.

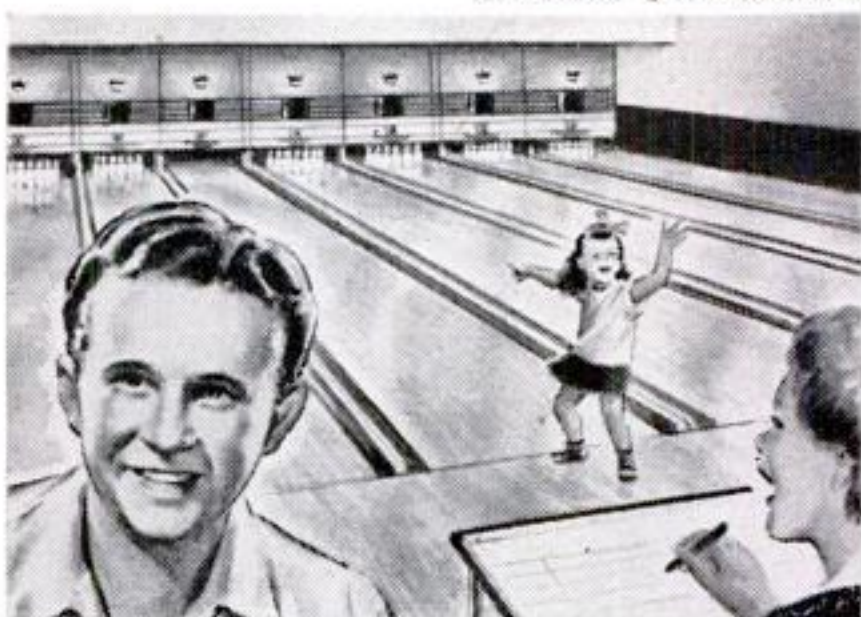
Remember—the Mineralite is only one of many Brunswick products designed by experts for better bowling. When you bowl Brunswick, you bowl the best. Read below what the champions say about Brunswick equipment.

**What DYNAMIC BALANCE Means**

Dynamic Balance is "Balance in motion." Scientific weight distribution inside the Brunswick Mineralite ball gives it this balance. It makes possible greater scoring accuracy.



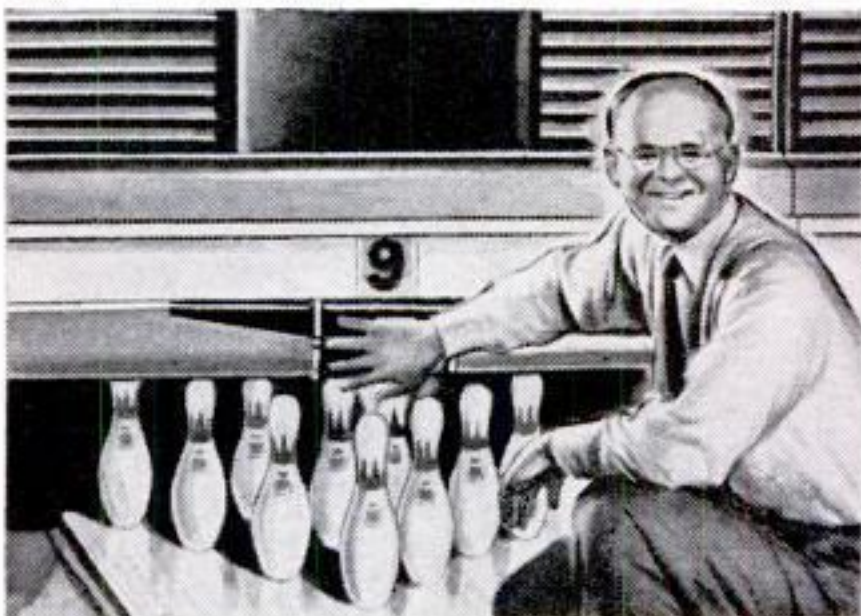
"It's streamlined, strikingly modern, beautiful and functional," says Catherine Fellmeth of the Brunswick Centennial Ball Return. "The Safe-T-Ball Stop gently releases the ball for easy recovery ... speeds up play."



"Scoring accuracy is built into every Brunswick alley," says Ned Day. "Careful selection of seasoned woods plus precision workmanship explain why Brunswick Lanes for years have been chosen for A.B.C. Championships."



"I look for the Red Crown on pins when I bowl," says Buddy Bomar. "Red Crowns are my assurance of livelier action, higher scores. For years national championships have been rolled against Brunswick Red Crown Pins."



"The Brunswick Masking Unit promotes concentration, relieves fatigue, when you bowl," says Joe Wilman. "Streamlined design hides pin boys' movements. Fluorescent lighting spotlights pins without shadow or glare."



"Has real scoring punch—the most accurate ball I've ever bowled," says ANDY VARIPAPA. The Brunswick Mineralite—choice of the champions. Available in Black, Tri-Color, Mottled Brown or Mottled Green. Stamped with your initials. From \$20.95. (Ned Day Grip 75c extra.)

Available at Leading Bowling Establishments  
Sporting Goods, Jewelry and Department Stores



**Brunswick Bags** Smart design, exclusive features. In fabrics or fine leather. From \$3.95 (Plus Fed. Exc. Tax).



**Brunswick Shoes** Expertly made for better footwork ... better bowling. Styles for men and women. From \$6.95.



**Junior Mineralite** Specially designed for the youngsters. Weighs from 8 to 10 lbs. In Black or Tri-Color. From \$14.95.

†Trade Mark

**BOWL MORE OFTEN...  
HAVE MORE FUN...**

**BOWL Brunswick**

THE NO. 1 NAME IN BOWLING

THE BRUNSWICK-BALKE-COLLENDER COMPANY • CHICAGO 5 • BRANCHES IN PRINCIPAL CITIES

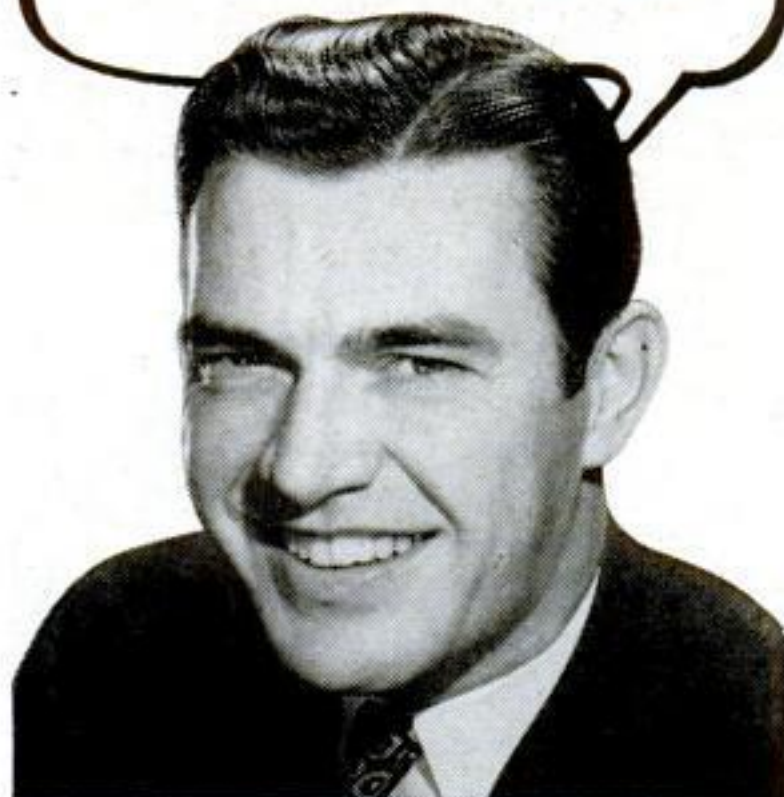


**CAN YOUR SCALP PASS THE FINGER-NAIL TEST?**



**TRY IT!** Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK LIKE THIS WITH NEW WILDROOT CREAM-OIL**



**A LITTLE WILDROOT CREAM-OIL** makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

**NOW YOU CAN GET AMERICA'S LEADING HAIR TONIC IN NEW 25¢ SIZE!**

**IF YOU'VE NEVER** used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's—again and again the choice of men who put good grooming first!

**NON-ALCOHOLIC**  
Contains **LANOLIN**

**SMART WOMEN** use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.

**TUNE IN "The Adventures of Sam Spade" Sun. evgs., CBS Network.**



**AT STORY CONFERENCE** Flaherty (seated, left) confers with his wife (right), whole technical staff and virtually the entire cast of *Louisiana Story*.

## FLAHERTY BEGAN DOCUMENTARIES

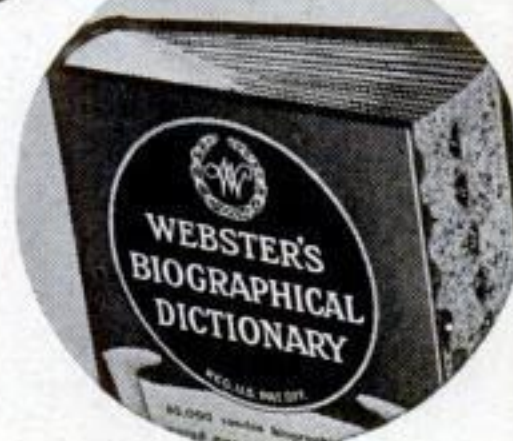
The idea of the documentary film, beautifully illustrated in *Louisiana Story*, was born 35 years ago when Robert Flaherty, then a young engineer and explorer in the far north, decided that the newfangled movie camera could be used for something more than melodrama or slapstick comedy: it could record real life. He went to Rochester, N.Y., bought a camera and learned how to use it. He went back to the Subarctic alone and took 70,000 feet of film, which burned up in a Toronto office when he lit a cigaret while editing it. Back again he went to the north, this time with a grant of money from Revillon Frères, the furriers; and in 1922 the result was *Nanook of the North*, the first and possibly still the greatest of documentary films, which is again being shown in 1948. Nanook was a real man, a famous Eskimo hunter and the film only showed the things he did daily the year round: killing seals and walruses, building igloos, teaching his son to use a bow and arrow, fighting the lifelong menace of cold and hunger. The friendly dignity of the man and his splendid courage come through the story of the hardships of his life. Flaherty went hungry more than once while making the movie; Nanook died of starvation one bad winter a couple of years after the film had made him famous throughout the world.

Flaherty has gone to the ends of the earth since then to make his pictures, taking with him a minimum technical staff consisting sometimes of only his wife and his brother David. In the South Seas they made *Moana* ("My God! No blizzard!" cried a Hollywood producer who had put up money for this picture, thinking in the way of his kind that what had worked once would work again anywhere); on Irish islands, *Man of Aran*; in India, *Elephant Boy*. Everywhere he went he lived with the people, entered into their daily life and made a film that seemed to come right out of it. Flaherty is now a genial, white-haired gentleman of more than 60, but he is not ready to quit yet. He has a hankering to get back to the jungle with his camera.



**NANOOK THE HUNTER** listens incredulously at a trading post to his first phonograph record. Later he bites it to see if it tastes like canned food.

The Merriam-Webster  
Book of  
**Biographies**



**gives you essential facts about 40,000 Noted Men and Women**

**WEBSTER'S BIOGRAPHICAL DICTIONARY** contains more than 40,000 concise biographies, with pronunciation of names and all essential facts. Includes scientists, statesmen, explorers, writers, painters, actors, radio personalities, eminent figures from every other field. Valuable to writers, speakers, readers. Prepared by the famous Merriam-Webster editorial staff. 1,736 pages, thumb index. \$7.50. At your bookdealer or order from the publishers. **G. & C. MERRIAM COMPANY**, 809 Federal Street, Springfield 2, Mass. Buy Give-a-Book Certificates at Your Bookseller



● Give your socks an even break. Triple their life by drying them to the correct size and shape... **SOKIES** are featherweight... will not rust... and are made of the highest grade plastic.

**\$1.25 per pair**

Trayware, Inc. Cleveland 7, Ohio

**ASK FOR "SOKIES"**

**EASE THAT COLD**  
gently...quickly...pleasantly...  
WITH  
**KONDON'S**  
Nasal Jelly  
AT YOUR DRUGGIST'S SINCE 1889

**TOOTHACHE?**  
Toothache often strikes suddenly. Quick temporary relief with Dent's Tooth Gum, Dent's Tooth Drops, Dent's Dental Poultrice. If pain persists "Since 1888" see your dentist. Get Dent's at all drug stores.

**DENT'S** TOOTH GUM TOOTH DROPS DENTAL POULTRICE

Beautiful Eyebrows — Wigder Tweezers make tweezing faster, more agreeable. Files...clips...tweezers. at drug & 10¢ stores **Wigder** NEWARK, NEW JERSEY





## That's your future on his shoulder

That small gold bar spells security for you. Security and peace of mind and the kind of life you want for yourself and for your family.

It means something more, too. It means that America is and will always be the land of opportunity. For this young officer was just an average American boy when he enlisted. With the average ambition to get ahead, to have financial security, to hold a job. And now he's an executive in the nation's most important business.

The way up to the rank of second lieutenant wasn't a breeze. A man in this big job must know how to bring out the best in every blessed man under him . . . how to keep his head while he listens with his heart to some young fellow's personal problems . . . how to train and teach others, yet never stop learning himself.

To men who want to be the leaders of tomorrow the U. S. Army offers the opportunities of a lifetime. The greatest chance for advancement. And a career that commands respect the world over.



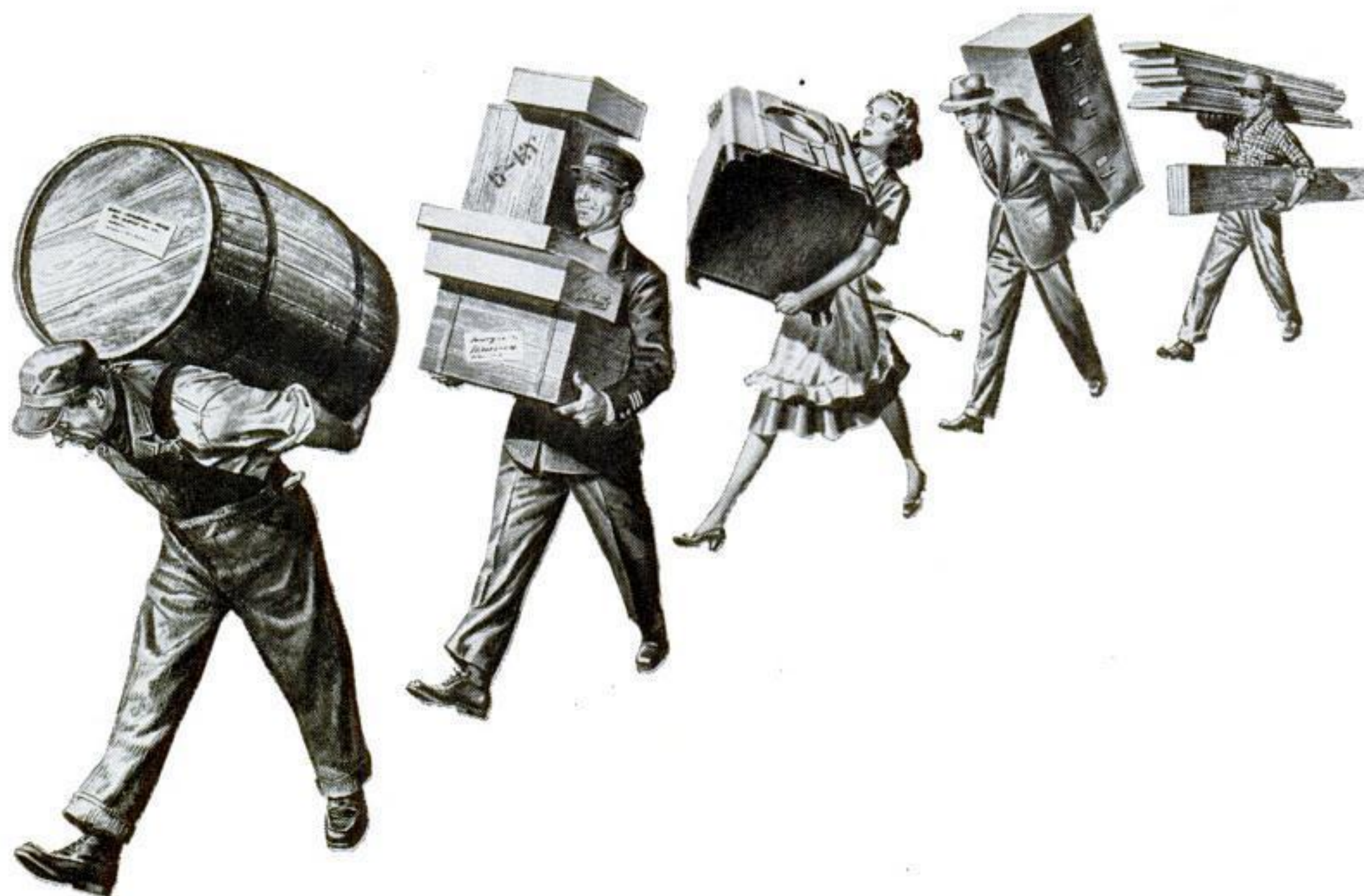
**PEACE IS AMERICA'S  
MOST IMPORTANT BUSINESS**

The new peacetime Army and Air Force offer Young Men . . .

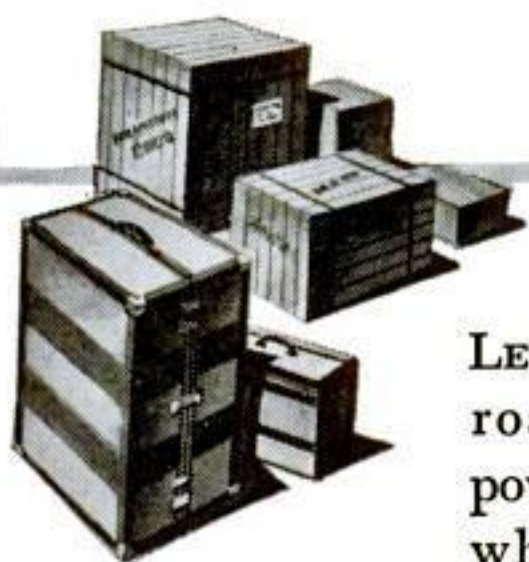
- ★ WIDEST CHOICE OF CAREER JOBS
- ★ BEST OPPORTUNITY FOR ADVANCEMENT
- ★ UNUSUAL RETIREMENT BENEFITS

**U.S. ARMY and U.S. AIR FORCE**  
RECRUITING SERVICE





## Suppose America depended on this kind of "common carrier"



LET'S SUPPOSE that railroads had *only* man power — no equipment whatever — and that their employees had to transport America's freight on their backs.

If each railroad employee *could* carry on his back 75 pounds of freight 15 miles a day, to move a ton of freight one mile would cost, at present wage rates, \$18.45. This means that *your individual* freight bill on the things *you consume* would amount to \$84,473.69 per year.

But actually, of course, the railroads provide each worker with \$20,265 worth

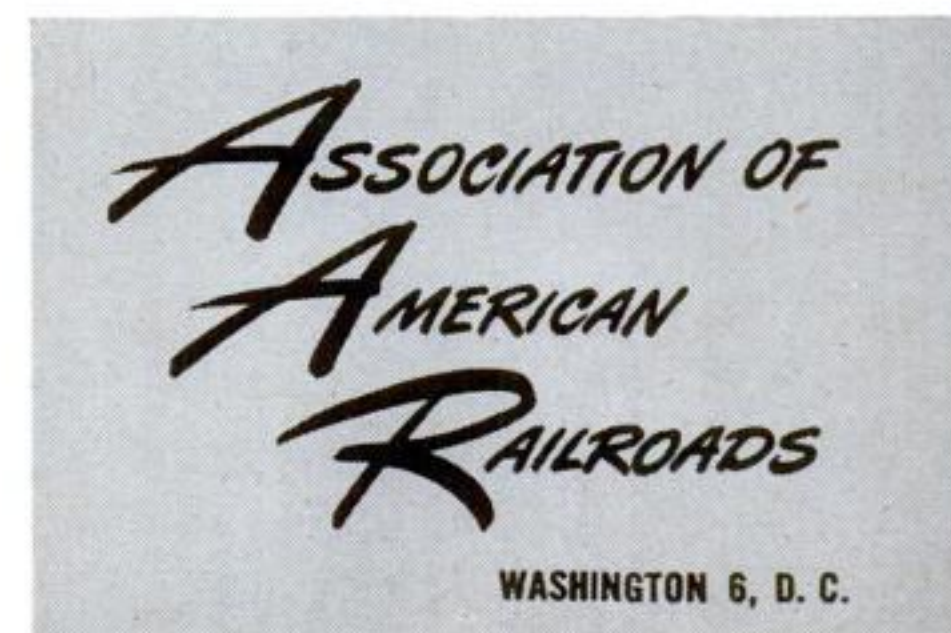
of such "tools" as cars and engines and the tracks on which they run. These tools so greatly multiply the transportation output of each worker that the average cost of moving a ton of freight one mile is only  $1\frac{1}{3}\text{¢}$ .

So it's easy to see how important it is to everyone in America that the railroads have the best equipment available.

Right now, railroads are adding new locomotives . . . freight cars . . . passenger trains . . . signals . . . rail . . . all sorts of improvements just as fast as they can get them.

To keep on improving America's rail transportation system, the railroads must be allowed to earn enough to supply their

workers with even more and better "tools." Only in this way can they continue to provide the low-cost, efficient transportation so essential to the very life and prosperity of our nation.



Listen to THE RAILROAD HOUR presenting the world's great musical comedies starting October 4, 1948. Every Monday evening over the ABC network, 8-8:45 Eastern, Mountain, and Pacific Time; 7-7:45 Central Time.





SCULPTOR BAIZERMAN CARRIES A PIECE CALLED "THE SUCKLING" THROUGH HIS APARTMENT. THE MASSIVE, 8-FOOT-HIGH FIGURE AT RIGHT IS "THE MINER"

## HAMMERED STATUES

Saul Baizerman has spent 20 years beating huge figures out of copper

For the last 20 years Sculptor Saul Baizerman has been so busy hammering massive statues out of huge flat sheets of cold rolled copper that he now has scarcely room to move around his tiny New York apartment (*above*). This month he moved out a few of the 70 big pieces that jammed his apartment and sent them, along with 16 paintings by his wife, to be exhibited at The Artists' Gallery.

Baizerman's copper work is little known because he has exhibited it only once since he came here

from Russia in 1910. Critics were pleased with the big hollow statues, finding in them a fine feeling of movement and monumental grace. Because he loves his sculpture, Baizerman sets some of his prices as high as \$50,000 and has sold only some small pieces, supporting himself with odd jobs like painting houses and designing fur coats. In 1930 he gave up copper sculpture for two years when, after a studio fire, someone mistakenly carted away four years of his work and sold it for scrap metal.



**GOODBYE TO GIRDLES  
AND GARTER BELTS!**

**Suspants\***  
by  
**Blue Swan**



**THE UNDIE YOU CAN  
WEAR WITH GARTERS**

A McKay Product  
\*Pat. App. For

It's 2½ ounces of genius . . . the most versatile run-proof rayon panty you'll ever own! Gives "near girdle" control . . . suspends stockings like a garter belt . . . and is a perfect undie for stocking-less occasions when worn without garters!

In White, Swan Pink, Black, Blue, Maize, individually cellophane packaged . . . . . \$1.50

Dress Sizes 9 to 17

**ORDER SUSPANTS BY MAIL**

**BLUE SWAN MILLS**  
Division of McKay Products Corp.  
350 Fifth Avenue, N. Y. 1, N. Y.  
Please send me **SUSPANTS C.O.D.** through my local dealer. (Send no money.)

Size	Color

**MINIMUM ORDER — TWO PAIR**

Set of 4 garters, if desired, \$.25 extra ☐



NAME   
ADDRESS   
CITY  STATE



**SPECIAL HAMMER STROKE** which took 10 years to learn is used by Baizerman to shape flat copper sheets into curves. He works on both sides of the sheet, which is suspended from ceiling by pulleys. The noise is deafening.



**IN THE GALLERY** Saul and Eugenie Baizerman survey exhibit. Pictures on the wall are by Mrs. Baizerman, who paints mostly impressionistic nudes. Sculpture in foreground is *Night (Unknown Soldier)*, in background, *Aphrodite*.

**CALVERT  
WATCHES**

combine exquisite beauty of styling . . . superb timekeeping qualities . . . at modest prices!

Sold at selected jewelers.

7 to 17 jewel from \$19.75 to \$52.50

**CALVERT**  
*A Cherished Watch Word*  
**WATCHES**  
681 Fifth Avenue, New York 22, N. Y.

**Richardson's  
Quality Never Varies**



"Ah-h So Creamy, So Smooth"

U-ALL-NO  
**Richardson's**  
AFTER DINNER **MINT**

Pure CANE Sugar plus Natural MINT for Flavor



10¢

Thos. D. Richardson Co., Philadelphia 34, U.S.A.



# A Little Girl's Birthright

It's a little girl's birthright to have curly hair—a dimple or so—and love. Yes, and dreams that cuddle her gently as her Merrichild Sleeper.

Soft, downy cotton—Hanesknit for warmth—will protect her when she wriggles out of her covers, these sharp nights. Snug cuffs will hug her dimpled wrists against winter cold.

And even if she's a sleep-sprawler, those smooth, flat seams will lie caressingly against tender skin. The flexible, springy-knit fabric will give her plenty of freedom and sleeping comfort.

Other fine features, too—Gripper snap-fasteners (sturdy and laundry-proof—no buttons to sew on!)—double-soled feet (for warmth and long wear!)—durable, double-stitched shoulders. By the makers of Hanes Underwear for men and boys, Merrichild Sleepers are priced for the budget-wise. Ask for them by name. In soft pink and gentle blue, at your leading store. P. H. Hanes Knitting Company, Winston-Salem 1, N. C.



Two-piece suits, ages 0 to 4, \$1.90. With extra pants, a three-piece combination at \$2.85 gives baby more sleeper changes, makes less laundry for Mother.



One-piece Gripper fastener front, ages 4 to 6, \$1.90; age 8, \$2.40



One-piece Gripper fastener back, ages 0 to 3, \$1.90.

For knockabout  
or Sunday best



Yes, and school, too—these sun-and-suds-fast combed cotton shirts are long-wear buys. Hanesknit in many color combinations—\$1.00 for short sleeves, ages 2 to 6; \$1.25, ages 8 to 14. Long sleeves slightly more.



## Merrichild Sleepers

THE LABEL OF QUALITY KNITTING





...it's always

a pleasure

*I.W. Harper*



Distilled before the war and bottled in bond  
under the supervision of the U. S. Government.

precious pre-war bottled in bond

**I.W. HARPER**

the gold medal whiskey



*since 1872*



A Schenley Mark of Merit Whiskey

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF. BERNHEIM DISTILLING COMPANY, INC., LOUISVILLE, KENTUCKY





MRS. BAIZERMAN sets up her easel in a small corner of the cluttered apartment to do her painting. She sometimes takes more than two years to finish one of her pictures, uses as many as 800 different color tones on a single canvas.

# Sunbeam

DOUBLE AUTOMATIC

## IRONMASTER

REG. U. S. PAT. OFF.

You've got it  
**UNDER**  
YOUR THUMB!

RAYON  
SILK  
WOOL  
COTTON  
LINEN

Easy to see...  
Easy to set!



# HOT

in 30 seconds

### HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.

**SUNBEAM HAS** the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

**SUNBEAM HAS** the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

**IN ADDITION, IT HAS** the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty.

See your dealer.



SAFE  
steady  
Low heat  
that will  
not scorch  
the finest  
lingerie.

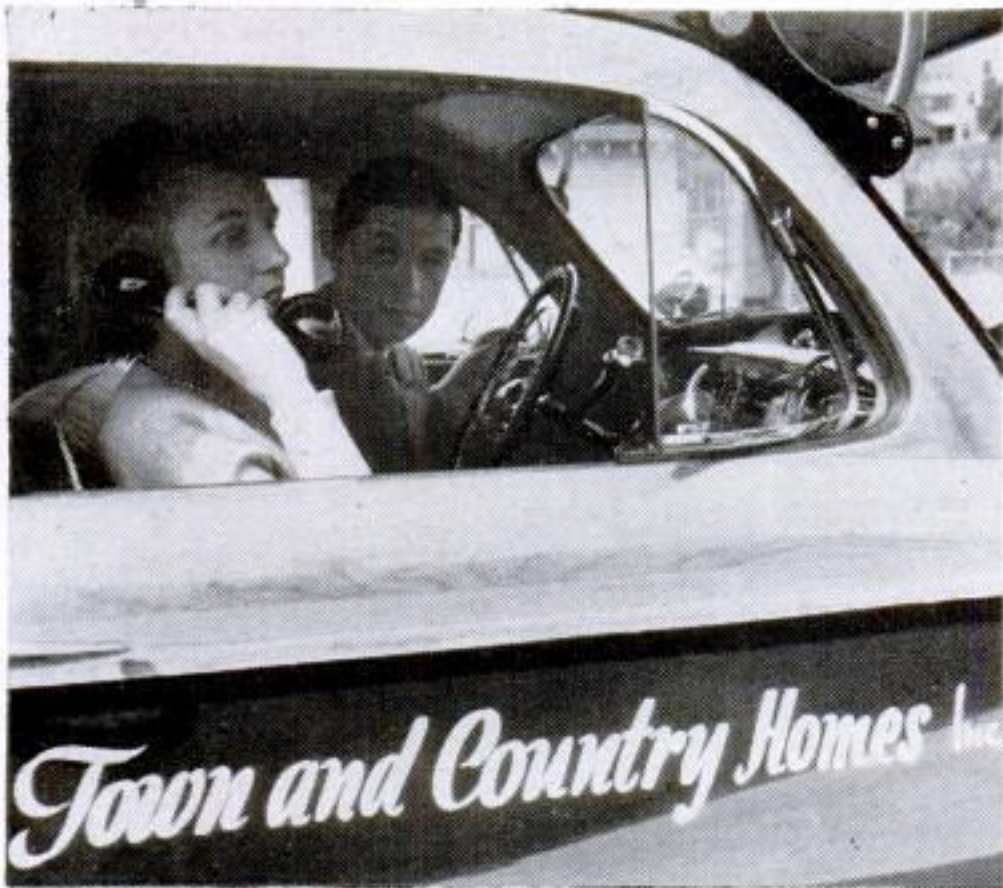


QUICK  
steady  
High  
heat for  
your heavy,  
dampened  
linens.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Canada: 321 Weston Rd. So., Toronto 9

Famous for *Sunbeam* TOASTER, MIXMASTER, COFFEEMASTER, WAFFLE BAKER, etc.





**ADVANCE AGENT** Jean Henry uses car phone to tell sales staff she is bringing prospective buyers from station.



**LAST-MINUTE BRIEFING** is given to sales staff at house by President John Dunnan before prospects arrive.



**PRESENT OWNERS**, Mr. and Mrs. Samuel Levey, evacuate poodles because prospects are bringing own two.



**PROSPECTIVE BUYERS**, the Hervey Kents, glance up appraisingly as they enter with daughter and dogs.



**WEEKEND STAFF** of 21 mobilized by realty firm includes servants (*background*) and a lawyer ready to close

the deal (*foreground*). Others shown are models and salesmen (*left and center*), and the firm's five directors (*right*).

**TOWN AND COUNTRY SECRETARY OLIVIA PROUTY ENGAGES PROSPECTIVE BUYER KENT IN CROQUET, WHILE AA**





# Life Goes to a Party

## PROSPECTIVE BUYER GETS FREE WEEKEND AT ESTATE

The high cost of everything from furnace oil to upstairs maids has cluttered the U.S. real-estate market with elaborate country homes which few people want. Around Boston, however, Town and Country Homes, Inc., an upstart firm of five young executives, has turned the sale of these manorial white elephants into a \$10 million-a-year business. The firm's new approach is simply to invite promising buyers like Mr. and Mrs. Hervey Kent (*below*) to try an estate for a weekend.

For the Kents and their 9-year-old daughter, Town and Country occupied a 20-room English-style manor on 17 acres of Boston's fashionable North Shore—going begging for \$150,000. To keep the Kents amused, Town and Country thoughtfully supplied a houseful of attractive guests recruited from their own sales staff, their friends and a model agency. Between cracks of the croquet mallet, sets of badminton, cocktails and dinner, the Kents heard the praises of house and grounds unceasingly sung by their delightful new friends. A few of them turned out to be prospective buyers too, but this did not annoy the Kents, who decided that what they had wanted all along was an apartment in the city.

SALESMAN TALKS ABOUT DOGS WITH MRS. KENT (BACKGROUND, RIGHT)



**SELLING POINT** for daughter Gloria Kent was intrahouse phone ("It works!"). Below: Salesman James Clark gets in a good word for the four-poster bed when he shows Mrs. Kent her room.



CONTINUED ON NEXT PAGE 163





Extra fresh at the **Double Kay**  
**NUT SHOP**  
 Trade-mark Reg. **KK**



## LOOK FOR THE *Double Kay* NUT SHOP IN FINE STORES NEAR YOU

Salted nuts served any way . . . are  
 doubly good when Double Kay!

Crisp, delicious . . . a treat for the family  
 and guests . . . the finest nuts in the world  
 from all over the world . . . hot, with extra  
 freshness, at moderate prices . . . with  
 your dealer's honor guarantee of genuine  
 Double Kay quality.

*1/2 lb. serves 8 generously at parties,  
 bridge or luncheon. Try 1/4 lb. for  
 family dessert next Sunday!*

**FREE recipe folder** — Add the flavor of  
 freshly toasted nuts to salads, desserts,  
 canapes and cakes, too! Delicious! Just  
 write to the Kelling Nut Co., 2800 West  
 Belmont, Chicago 18, Illinois.

©1948, The Kelling Nut Co., Chicago

**Double Kay**  
 SALTED  
**NUTS**  
 FRESHNESS TOASTED IN **KK**



## Party CONTINUED



**AT LAWN PARTY** Kent (background) looks a little stiff and nervous while the guests, none of whom he ever met before this weekend, tell funny stories.



**AT DINNER** the Kents sit on the right and left of company's President Dun-  
 nan (foreground), who politely steered conversation from real estate to dogs.



# REMINDER

*(Courtesy Mother Nature.)*

**T**HE TURN OF SUMMER into fall is Nature's most poignant reminder of another year gone by.

It's a reminder that should make you think, seriously, that you yourself are a year closer to the autumn of your own particular life.

**What steps have you taken . . .** what plan do you have . . . for comfort and security in those later years?

You *can* have a very definite plan—one that's automatic and *sure*.

If you're on a payroll, sign up to buy U. S. Savings Bonds on the Payroll Plan, through regular deductions from your wages or salary.

If you're not on a payroll but have a bank account, get in on the Bond-A-Month Plan for buying Bonds through regular charges to your checking account.

**Do this . . . stick to it . . .** and every fall will find you richer by even more than you've set aside. For your safe, sure investment in U. S. Savings will pay you back—in ten years—\$100 for every \$75 you've put in.

## AUTOMATIC SAVING IS SURE SAVING— U.S. SAVINGS BONDS

Contributed by this magazine in cooperation with the Magazine Publishers of America as a public service.







**The One  
COMPLETELY  
NEW Bicycle**



Lucky are the boys and girls who get a new **Luxury Liner Roadmaster® Bicycle**. It's **COMPLETELY** new... not just a "souped up" pre-war model with change of trim and a couple of extra gadgets.

Like the newest cars, the Roadmaster is safer, better looking and better riding because it's right up-to-the-minute in design and engineering. For example: the Roadmaster is safer because it has an electronically welded frame that's 100% stronger, and a tail light that lights up when the brake is used. It's smoother-riding because of the new fork and wide-base rims. But see the complete list of new features at right. Then see the new Roadmaster at your dealer's and there'll surely be a lucky girl or boy in YOUR home, too. Send for new color folder.

\*Exclusive Trade Mark registered in U. S. Patent Office.

**THE CLEVELAND WELDING CO.**  
West 117th St. & Berea Road • Cleveland 7, Ohio



**NEW FEATURES:**

- New improved frame design.
- New "Searchbeam" automotive type headlamp.
- New wide base rims. Automotive type. Gives longer wear for tires... smoother riding.
- New Luggage Carrier with tail light and brake-operated stop light.
- New improved Shockmaster® fork.
- New improved kick stand.
- New two-tone colors. Sparkling embossed chrome.



TWO TURKEY GOBBLERS, OUT LOOKING FOR WIVES IN A TEXAS WOODS.

# TURKEY MATING DANCE

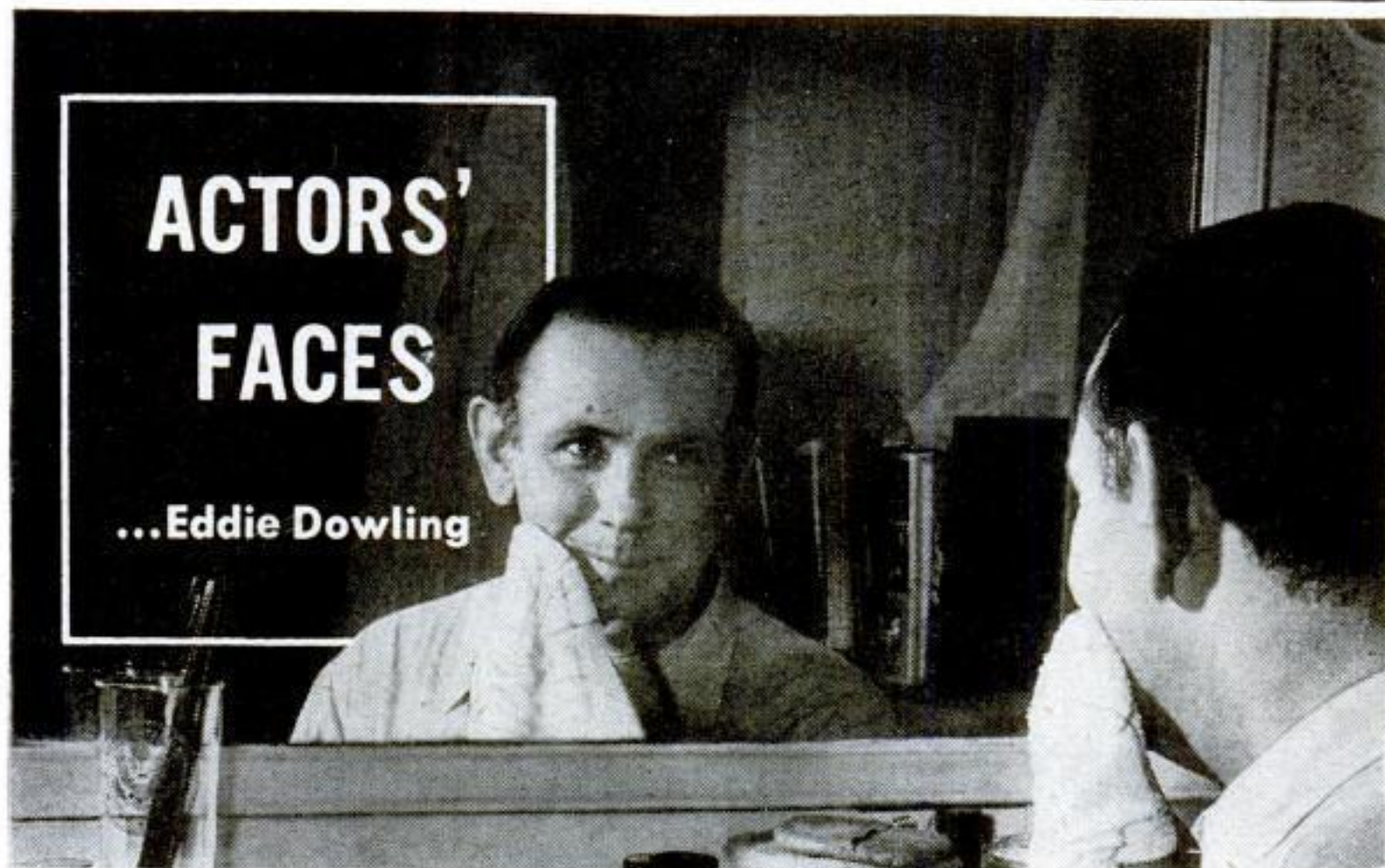
Two wild gobblers strut to win a flock of wives



**FLIRTING HENS** pretend to ignore the dancing gobblers (extreme right) but always make sure that they stay within sight of the pair. The one at right

## ACTORS' FACES

...Eddie Dowling



## Actors' faces are extra-sensitive

### THAT'S WHY EDDIE DOWLING SHAVES WITH SOOTHING WILLIAMS

Eddie Dowling, distinguished Broadway star, says: "Removing stage make-up keeps an actor's face sensitive. Shaving could be tough for me if I hadn't found out about Williams Shaving Cream. It never stings or burns, yet it really softens my tough whiskers.

#### Close, easy shaves

Made only from finest ingredients—blended with a skill that comes from over 100 years' experience—Williams is gentle to the tenderest skin. Its rich, heavy lather soaks beards completely soft,

helps you shave closely without annoying irritation. Treat yourself to a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.

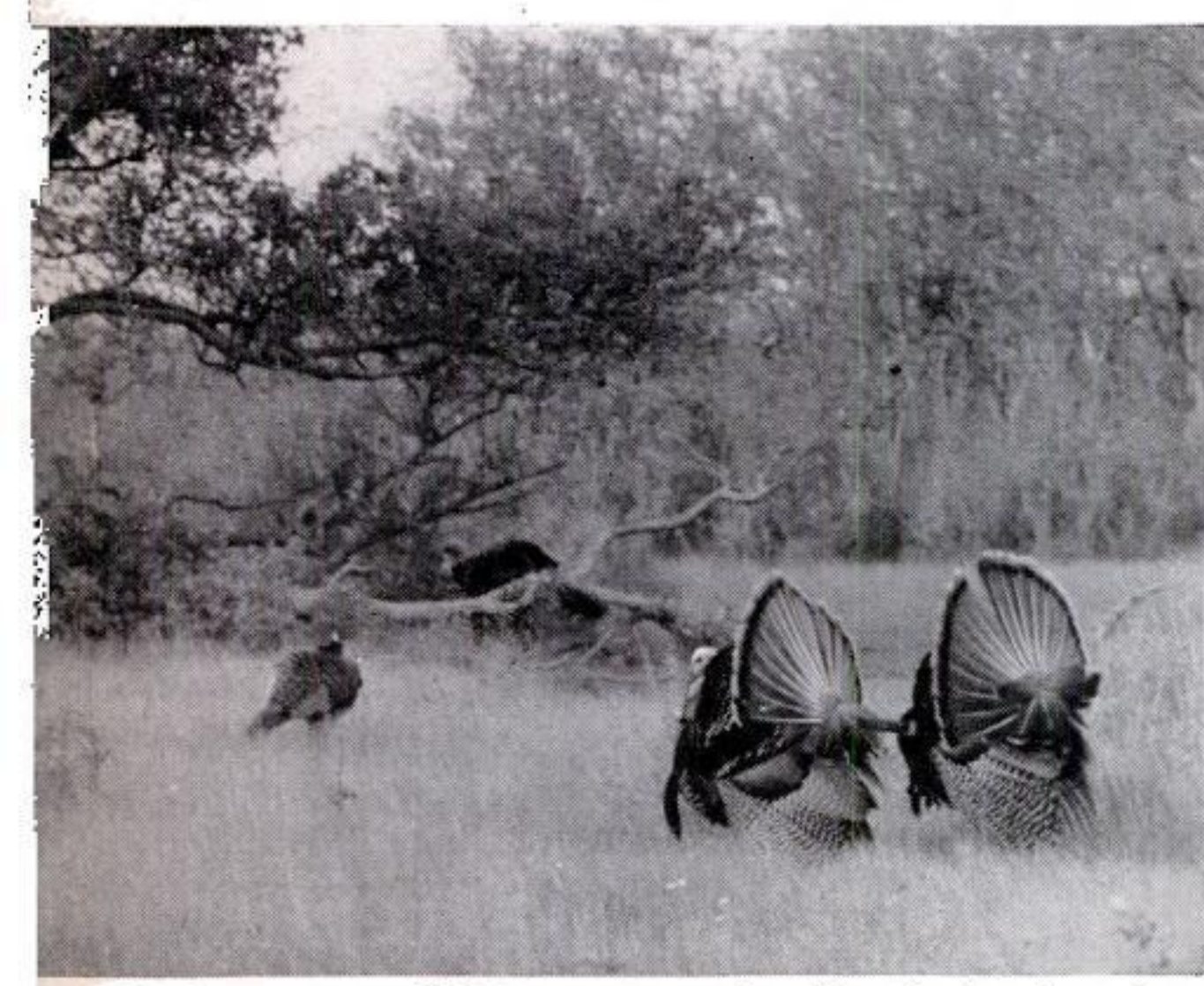






REEN THEIR TAIL FEATHERS TO WARM UP FOR THEIR MATING DANCE

The winning of wives is simple for turkeys in barnyards, where hens grow too fat and fly too clumsily to escape an ardent gobbler. But wild turkey hens are too swift for easy conquest. For success the males must depend on an intricate dance which they perform. The dance is shown in these pictures by Allan D. Cruickshank, noted bird photographer, who watched from a blind for a week while the turkey gobblers above went through their ritual for the group of female turkeys shown below.



enter, hoping to attract all their attention to herself, walks directly in front of the duet, pretending to have discovered some food over in their direction.

CONTINUED ON NEXT PAGE

# Beauty's My Business -

SAYS *Nancy Bass*  
CHARMING COVER GIRL



and **SWEETHEART**  
is My Beauty Soap

## THIS TIME NEXT WEEK YOU CAN HAVE A LOVELIER COMPLEXION

• Today change from casual care to SweetHeart Beauty Care. Each night . . . each morning . . . massage your face with SweetHeart's rich, abundant lather. Rinse with warm water—then cold. Your skin is cleansed . . . stimulated . . . radiant. Follow SweetHeart Beauty Care for one week—then see the difference! Your skin looks softer . . . smoother . . . younger.

• "SweetHeart beauty baths are my pet rave," says beautiful cover girl, Nancy. "They leave my skin with a soft, radiant glow!"

You, too, will be thrilled with SweetHeart beauty baths. For here's an amazing promise. *You can have a lovelier complexion—more radiant skin—by this time next week.* It's true! Put aside casual skin care. Start SweetHeart beauty baths today.

Bathe every day with SweetHeart Soap's soft, extra lather—lather with a *Floating Lift* action. Countless bubbles bathe the outer pore openings . . . lift off—float away—dirt and dry skin flakes. In just one week, you'll see the thrilling difference! Your skin looks softer . . . smoother . . . younger. Yes, in seven short days!

So change to SweetHeart beauty baths and *this time next week you can have a lovelier complexion—more radiant skin.* For economy, get the new, large bath size of pure, mild SweetHeart Soap.

• For luxurious beauty baths, get SweetHeart Soap in the new, large bath size.



**SWEETHEART** The Soap that AGREES with Your Skin





# Change to **REIS** Style-Winners

**REIS** - knit to be worn either open or closed for comfort and trimness.

**TURTLE NECK** . . . Reis-knit for perfect fit. Trim, colorful, practical, you'll like their free-and-easy comfort.

By the makers of famous Reis Anzacs T-shirts.



**REIS** Scandals briefs and "Sta-Put" shirts. New freedom . . . comfort . . . mild, athletic support.

**REIS** boxer shorts and quality T-shirts.



**REIS-TEX** Belt pajamas. Exclusive patented elastic belt, guaranteed for the life of the pajamas.

Robert Reis & Co.  
2 Park Avenue, New York 16, N. Y.  
Offices in Principal Cities



CHANGE TO

1885

**REIS**

1948

REG. U. S. PAT. OFF.

SPORTSWEAR • UNDERWEAR • PAJAMAS • HOSE

## Turkey Dance CONTINUED



**THE DANCE** starts as the two gobblers face the trees where the hens roo (top), fan out their feathers with a rustle and sway their bodies rhythmically, stepping first on one foot then the other. Dancing faster (middle picture), they turn in and out from each other and finally, gobbling loudly, turn their backs to the hens. This goes on day after day for weeks, until the females are sexually aroused. The males, who before starting their dance had chased all the weak males out of the territory, then mate indiscriminately with all the turkey hens in the flock. The mating season in this region of Texas is over by early summer.





MR. FULTON LEWIS, JR.  
*Distinguished Radio Commentator  
and News Analyst*

## *For Men of Distinction...* **LORD CALVERT**

**Highball with a Touch of Greatness . . .** The simple drinks especially demand the accent of Lord Calvert's superb flavor. For the incomparable zest of a really gifted highball, try this distinguished whiskey—*so rare . . . so smooth . . . so mellow!*

*Lord Calvert, Supreme Achievement of America's Most Distinguished Distiller • Custom Blended Whiskey, 86.8 Proof, 65% Grain Neutral Spirits • Calvert Distillers Corp., New York City.*



# *First Again with Tobacco Men!*

**More independent experts smoke Lucky Strike regularly  
than the next 2 leading brands combined!**

An impartial poll covering all the Southern tobacco markets reveals the smoking preference of the men who really know tobacco—auctioneers, buyers and warehousemen. More of these independent experts smoke Lucky Strike regularly than the next two leading brands combined.



*So, for your own real deep-down  
smoking enjoyment remember—* **L.S./M.F.T.**

COPR., THE AMERICAN TOBACCO COMPANY

**LUCKY STRIKE MEANS FINE TOBACCO**

So round, so firm, so fully packed — so free and easy on the draw

